

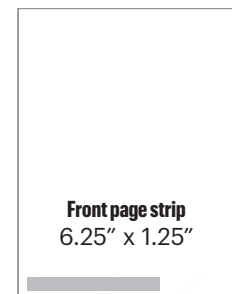
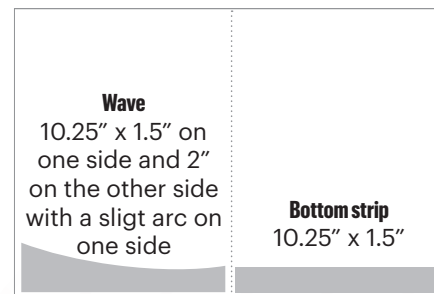
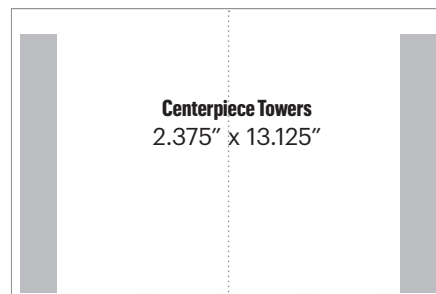
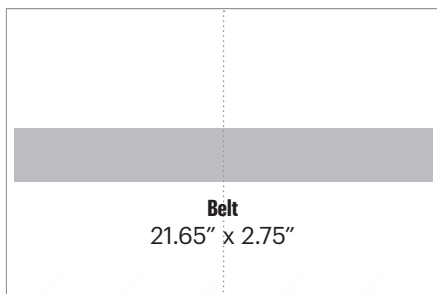
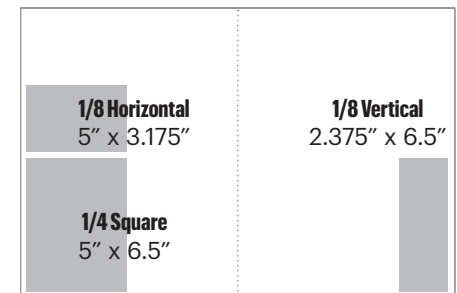
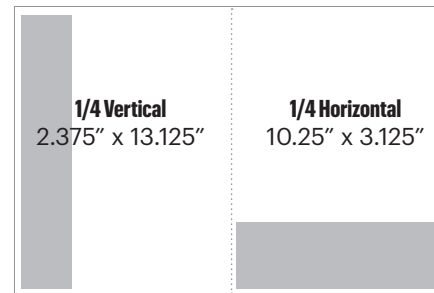
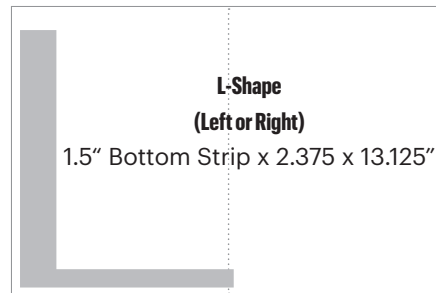
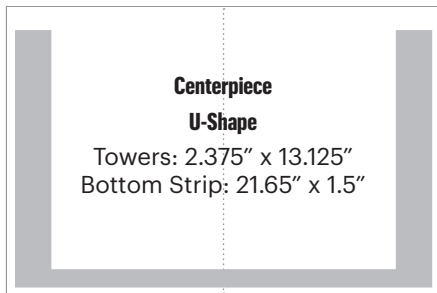
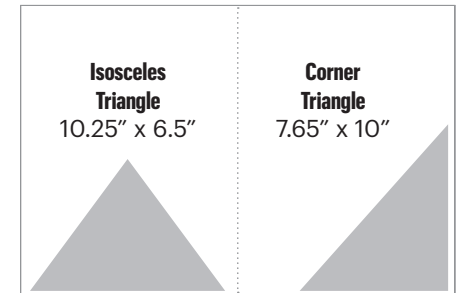
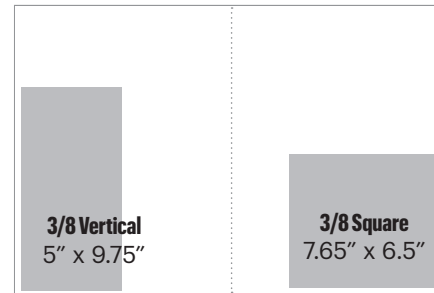
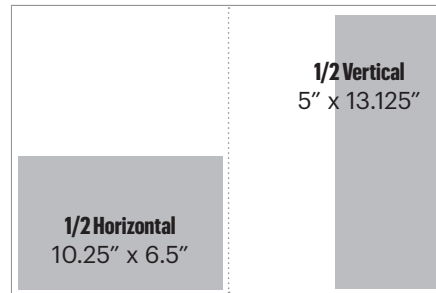
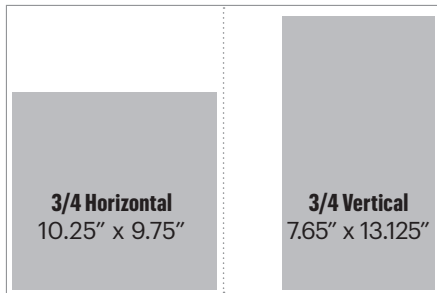
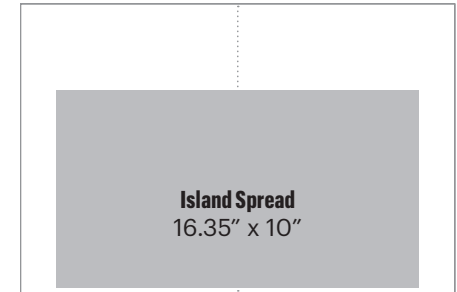
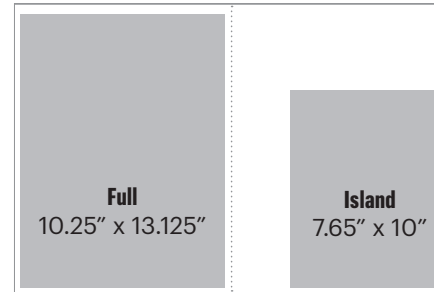
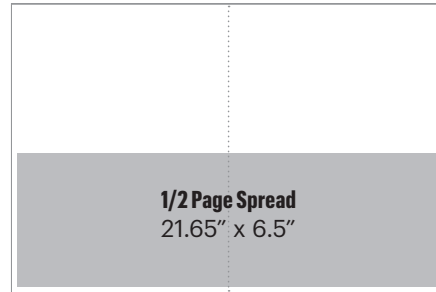
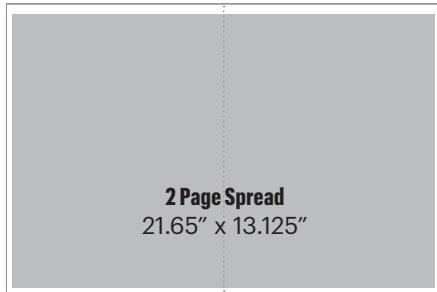


Sizes and Specifications

**HOUSTON
BUSINESS JOURNAL**

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Newsprint display advertising sizes



Requirements for newsprint display ads

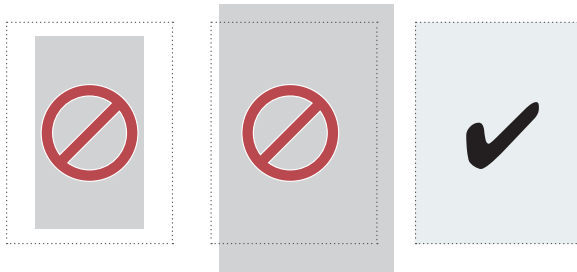
Specifications for submitting your documents for print

Camera-ready files

- Ads must be submitted as PDF/X-1a files
- Files must be prepared in a layout program such as InDesign. Type must remain vector and the fonts must be outlined or embedded. PDF files created by Adobe Photoshop or Word are not considered camera-ready.
- Color ads should be CMYK only. Pantone or spot colors are never used (even if you're only paying for "one color").
- Minimum photo resolution is 170 dpi. Newsprint products are printed at a 85 lpi line screen.
- Color ads with an ink density higher than 220% will be automatically converted to the appropriate ink density.
- Dot gain is 35%-38%. See the Newsprint reproduction section on the next page for more considerations.

Ads must be delivered at size. Ads that are submitted with dimensions different than listed above will be modified or stretched to fit the space that was reserved. Houston Business Journal will not "float" ads submitted smaller than the space that was reserved.

Partial page ads must have borders or artwork that clearly defines the outer edge of the ad. A hairline rule will be added around any ad submitted with white space on any side.



Newsprint reproduction

For the best possible reproduction we recommend you keep these things in mind:

Image resolution

- The minimum photo resolution is 170 dpi. Remember that scaling a photo in a layout program will change the effective print resolution. For example an image set to 200 dpi in Photoshop, but placed in InDesign at 200% will have an effective print resolution of 100 dpi.
- If a bitmap (non vector) image with text is used we recommend a minimum resolution of 300 dpi.

Registration limitations

- Newspaper printing is very different than heat-set magazine and book printing. Because of the thin weight of newsprint and the high-speed nature of newsprint presses, the alignment of the cyan, magenta, yellow and black plates on press, known as registration, is rarely perfect.
- Type less than 9 points should be black. Setting small type in color may result in the text being illegible.
- Thin rules should also be black. We suggest making rules color only if they are 2 points wide or thicker.
- Use as few color plates as possible when making solid colors. For example, a green built as 80% cyan and 100% yellow will reproduce considerably better than a similar green that is built as 75% cyan, 8% magenta, 100% yellow and 5% black.

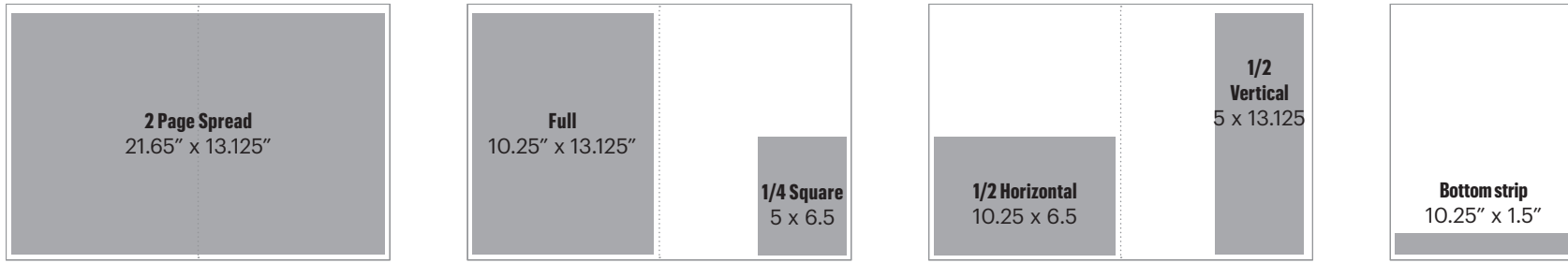
Understanding dot gain and ink density

- Cold-set newsprint has considerably more dot gain than other forms of printing. What does that mean? Well, imagine having a paper towel and a sheet of wax paper side-by-side on your kitchen counter. Now put a drop of water in the center of each. The drop on the wax paper will hold its shape and sit on top of the paper, while the drop on the paper towel will be absorbed and more than double in size. Ink on newsprint behaves much like the water on the paper towel.
- Because of this absorbent nature of newsprint, the maximum amount of ink the paper can hold is less what other papers can hold. The spreading ink also results in images often looking darker on paper than what your computer screen shows.
- Houston Business Journal's maximum ink density is 220%. That means the sum of the percentages of cyan, magenta, yellow and black for any one color must add up to 220% or less. For example that green color that is built as 80% and 100% yellow has a ink density of 180% — well within acceptable tolerance.
- To make sure your ad is optimized for newsprint reproduction, we recommend using the "North America Newsprint" color preset provided with Adobe Creative Suite CS5 to CS6. This will give you a better preview of the reproduction on your computer screen and make sure your file uses the correct ink densities.
- **Note that by default, all versions of Adobe Creative Suite use a generic profile meant for magazine printing. If you do not change that color setting your file will have a maximum ink density of 300% and we will automatically convert your file to a lower density before printing. This may result in a slight color shift.**



Book of Lists display advertising sizes

The Book of Lists is a heat-set, trimmed and perfect-bound publication measuring 10.5 inches wide x 14 inches tall. Pages are built using the weekly newsprint sizes and then reduced slightly to fit the smaller book size.



Ads in a cover position

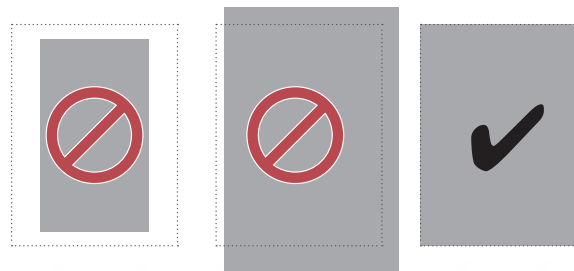
- Trim size is 10.875 x 14.25
- Add 0.125" inch bleed on all sides
Place marks OUTSIDE the bleed
- Recommended image area: 11.25 x 14.75

REQUIREMENTS

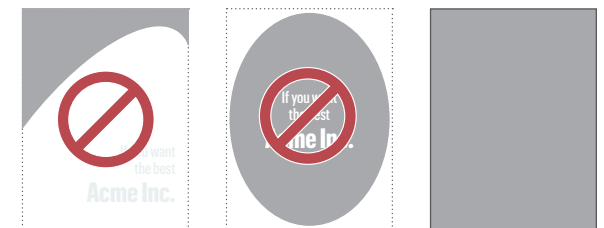
Camera-ready files

- Ads must be submitted as PDF/X-1a files
- Files must be prepared in a layout program such as InDesign. Type must remain vector and the fonts must be outlined or embedded. PDF files created by Adobe Photoshop or Word are not considered camera-ready.
- Color ads should be CMYK only. Pantone or spot colors are never used.
- Color ads should not have an ink density higher than 300%.
- Minimum photo resolution is 300 dpi. The Book of Lists is printed at a 150 lpi line screen.

Ads must be delivered at size. Ads that are submitted with dimensions different than listed above will be modified or stretched to fit the space that was reserved. [City] Business Journal will not "float" ads submitted smaller than the space that was reserved.



Partial page ads must have borders or artwork that clearly defines the outer edge of the ad. A hairline rule will be added around any ad submitted with white space on any side.



How to submit print ads

By E-Mail

Your ad should be less than 10 MB in size. E-mail your ad materials to your advertising executive with the campaign name included. See *Contact Us* - page 8, for advertising executive contact information.

Using your web browser

Files up to 1GB in size are accepted.

Using your Web browser, go to:

<http://filetransfer.amcity.com>

Fill in your contact information and select "Send ad files to ACBJ publications." Then select Houston Business Journal and follow the instructions.

On CD or DVD

Mail your ad materials to your local advertising executive with the campaign name included.

Houston Business Journal
5444 Westheimer, Ste 1700
Houston, Texas 77056



Online and email advertising

Digital Packages— Creative Due: 3 Business Days

RUN-OF-SITE

HoustonBusinessJournal.com

- **Banner**

728x90 - GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length

- **Island**

300x250 - GIF/JPG/Flash/HTML5, 200 KB max file size, 15 sec max animation length

- **Mobil**

320x50 - GIF/JPG/Flash/HTML5, 50 KB max file size, 15 sec max animation length

- **Click URL**

EMAIL NEWSLETTERS

Morning Edition and Afternoon Edition

- **728x90** - PNG/JPG/GIF, 200 KB max file size, 15 sec max animation length, RGB Color

- **Text plus Logo** 120x60 – GIF/JPG 80k (static image) + 255 characters of text (spaces included). Any clickable call to action must be at the end of the text and counts towards the 255 character total. (The clickable call to action may be 120 characters max.)

- **Click URL**

EMAIL NEWSLETTER SPECIFICATIONS: Newsletter Products **DO NOT** support Flash Animation* Only .gif or .jpg accepted. Maximum file size is 40KB. Animated .gif of up to 30 seconds may be used; NO Flash files accepted. Animated GIFs in email newsletters should have a first frame equivalent to a static image (Outlook 2007 and newer workaround)*

Third party standard tags accepted for the Banner, Leaderboard, and Skybox sizes (must include separate click tracking tag to count clicks).*

1x1 tracking pixels can be used for the Text placement but not for the other banner sizes. See: Text_and_Logo_Placement_Examples.docx*

Sign up to receive one or more of our FREE newsletters at: <http://www.bizjournals.com/account/houston/newsletter>. You will need to log in or create a free Houston Business Journal account and add the newsletters you want to receive in your account preferences.

HTML5 GUIDELINES: *3rd party tags preferred

Site-served creative:

- Each creative should be submitted in a separate .ZIP folder containing an index.html file with all associated images/.js/.css and any other asset files.
- Make sure creative uses the click tag variable as the click destination.
- The click tag should be easy for the ad server to read — no minification or obfuscation, though you can use minifiers in the rest of your code and in other files.
- HTML5 creatives must be SSL compatible to serve to HTTPS sites.
- When using Google Web Designer to build HTML5 creatives, be sure to select "DoubleClick" as the environment.

Here's an example of a click tag inserted in an HTML document:

```
<html>
<head>
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript">
var clickTag = "http://www.google.com"; </script>
</head>
[The rest of your creative code goes here.] </html>
```

Your creative must use the click tag variable as the click-through URL:

```
<a href="javascript:window.open(window.clickTag)">

</a>
```

Make sure your creative uses the click tag variable as the click destination.

The click tag should be easy for the ad server to read—no minification or obfuscation, though you can use minifiers in the rest of your code and in other files.

We do not recommend hard-coded click-through URLs in your asset because that prevents DCM from tracking clicks and prevents traffickers from updating the URL. After upload, DCM will warn you if there are hardcoded URLs in the asset.

You can use the HTML5 validator to check HTML5 .zip files <https://h5validator.appspot.com/dcm> (Please note this tool should be used as a loose check, as it does not always recognize inconsistencies in clickTags that may break the creative when being uploaded to DFP)

How to submit online and email ads

Ad deadlines

Your finished ads are due no later than three days prior to launch of campaign. You will receive a review prior to launch for your approval.

Send your files

All files should be sent to your local advertising executive with the campaign name included.



Contact us

Find more information at HoustonBusinessJournal.com

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