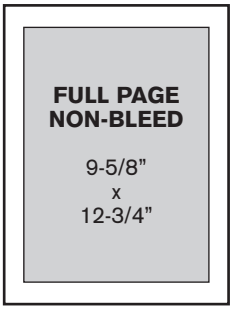
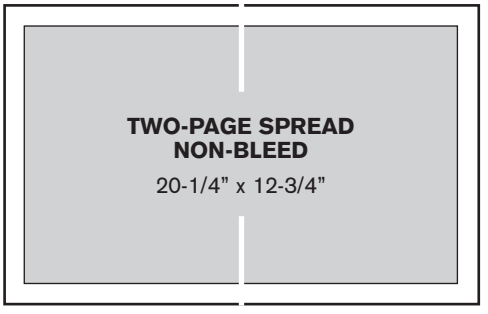
STREET & SMITH'S
SportsBusiness JOURNAL

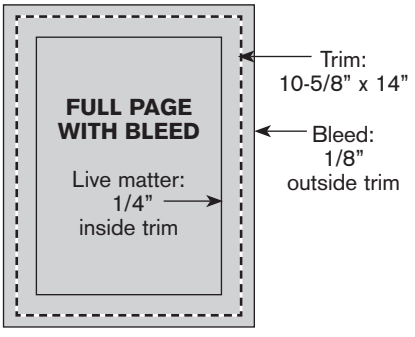
ADVERTISING
DIGITAL SPECIFICATIONS & MECHANICAL REQUIREMENTS

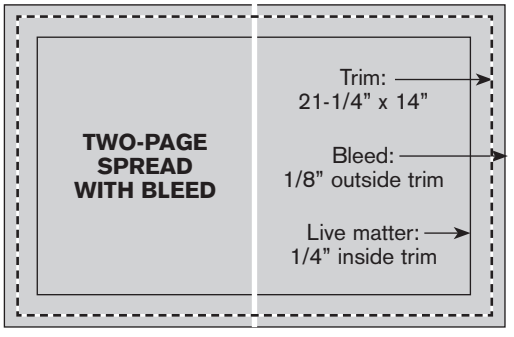
AD SIZES:	WIDTH x HEIGHT IN INCHES	(PICAS/POINTS)
Full Page (Non-bleed)	9-5/8 x 12-3/4	(57p9 x 76p6)
Full Page (Full bleed, includes 1/8" bleed)	10-7/8 x 14-1/4	(65p3 x 85p6)
Island / Junior	7-1/8 x 9-1/2	(43p x 57p)
1/3 Horizontal	9-5/8 x 4-1/8	(57p9 x 25p)
1/2 Horizontal	9-5/8 x 6-1/4	(57p9 x 38p)
1/2 Vertical	4-3/4 x 12-3/4	(28p6 x 76p6)
1/4 Square	4-3/4 x 6-1/4	(28p6 x 38p)
1/4 Horizontal	9-5/8 x 3	(57p9 x 18p)
1/4 Vertical	2-1/4 x 12-3/4	(13p6 x 76p6)
1/8 Horizontal	4-3/4 x 3	(28p6 x 18p)
Strip ad	4-3/4 x 1-3/8	(28p6 x 8p4)
2-Page Spread (Non-bleed)	20-1/4 x 12-3/4	(115p6 x 76p6)
2-Page Spread (Full bleed, includes 1/8" bleed)	21-1/2 x 14-1/4	(129 x 85p6)



NOTE:
Only
Full-Page ads
or Two-Page
Spreads
may bleed.







ADVERTISING CLOSING DATES:

Ad space closes Monday, two weeks prior to issue date.
Ad materials and proof are due Wednesday (5:00 p.m. EST), two days after closing date.

*IMPORTANT MESSAGE FOR SUPPLIED DIGITAL MEDIA:

Street & Smith's SportsBusiness Journal is printed using state-of-the-art Mac-based computer to plate technology. To print properly, all ads MUST be produced using the required specifications for digital ads as indicated right. Please pay special attention to desktop element formats for critical FORMAT, FONT, and IMAGE information. There will be additional charges for ads that do not adhere to these specifications.

All digital media must be labeled with issue date, contact person, phone number, ad name, and complete list of contents.

DIGITAL AD SPECIFICATIONS*

ACCEPTED MEDIA: Mac format only, (Convert all PC files to Mac) **digital files only, no film accepted. MUST supply color proof for all color ads.**

ACCEPTED PROGRAMS: Mac format only. **Adobe InDesign, PhotoShop, Illustrator, FreeHand. PDF files** must be all CMYK, 300 dpi, with fonts embedded and require a color proof. (All files will be placed in Adobe InDesign for final layout.)

DESKTOP ELEMENT FORMATS:
- Must include ALL images, logos, fonts, etc. All color must be CMYK. Fonts converted to paths preferred.
- For large **black** type or elements, please make them 99% black or 4C black, NOT 100% black, if you don't want them to overprint or appear transparent.
- For **white** elements or logos to RIP/print properly, make sure the file is NOT set to overprint.

■ **FONTS:** PostScript Type 1 or OpenType ONLY. Must supply both screen and printer files for each PostScript font. No menu-styled bold or italic type accepted. Please use and supply actual bold/italic fonts.

■ **IMAGES/SCANS:** TIFF, EPS, JPEG. ALL images must be CMYK, 300 DPI.

■ **RESOLUTION:** 300 DPI effective resolution. Scale all images/logos at 100%.

MECHANICAL REQUIREMENTS

TRIM SIZE:	10-5/8" x 14"
BLEED:	Min. 1/8" outside trim
LIVE MATTER:	Min. 1/4" inside trim
LINE SCREEN:	133
DENSITY:	300%

COLOR PROOFS: Kodak Approval, Matchprint, or comparable. PROOF MUST BE SUPPLIED WITH ALL ADS.

PRINTING: Computer-to-plate, Web offset, Cover stock: 60 lb. coated; Text: 32 lb. #5 coated, Stitched and trimmed.

PLEASE SEND MATERIALS TO:

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FTP available
(Access FTP site through any standard web browser, follow on-screen instructions; MUST send a proof)

http://filetransfer.amcity.com