Advertising Specifications

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, 1/4" safety)	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)
Front-page Strip ad	Live area: 6 x 1-7/8; Bleed (bottom and right ONLY): 6-1/4 x 2-1/8	(36p0 x 11p3; 37p6 x 12p9)
2-Page Spread (Non-bleed)	20-1/4 x 12-3/4	(115p6 x 76p6)
2-Page Spread (Full bleed, includes 1/8" bleed, 1/4" safety)	21-1/2 x 14-1/4	(129 x 85p6)

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

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.

DIGITAL SPECIFICATIONS

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

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

GRAPHIC ELEMENT FORMATS:

- Must include ALL images, logos, fonts, etc. All color must be CMYK. Fonts converted to paths preferred.
- For large black type/elements/areas, please make 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 they are NOT set to overprint.
- FONTS: Convert to outlines when possible. Otherwise, PostScript Type 1 or OpenType only. Supply 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 ELEMENTS:	Min. 1/4" inside trim
LINE SCREEN:	133
DENSITY:	300%

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

PRINTING: Computer-to-plate, Web offset, Cover stock: 60 lb. coated #4; Text stock: 32 lb. coated #5, Stitched and trimmed.

PLEASE SEND MATERIALS TO:

Corey Edwards
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Charlotte, NC 28202

Phone: 704-973-1423
Fax: 704-973-1401
Email: cedwards@bizjournals.com

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

http://filetransfer.amcity.com