

STREET & SMITH'S
SportsBusiness
JOURNAL

STREET & SMITH'S
SportsBusiness
DAILY

DIGITAL AD SPECIFICATIONS*

ACCEPTED MEDIA: Mac format required, MUST supply color proof for color ads (Kodak Approval, Matchprint or comparable) and laser proof for B/W ads.

ACCEPTED PROGRAMS: Mac format required: PhotoShop, Illustrator, FreeHand, InDesign (Please supply original page files.) PDF files accepted at 300 DPI only, CMYK.

DESKTOP ELEMENT FORMATS:

Must include ALL images, logos, fonts, etc. All color must be CMYK

■ **FONTS:** PostScript Type 1 or OpenType fonts. 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 required.

MECHANICAL REQUIREMENTS

LINE SCREEN: 133

DENSITY: 300%

FILM NOT ACCEPTED

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

PLEASE SEND MATERIALS TO:

Misty Berry, Creative Director
Street & Smith's SportsBusiness Journal
120 West Morehead Street, Suite 310
Charlotte, NC 28202

Phone: 704-973-1429

Fax: 704-973-1401

E-mail: mberry@sportsbusinessjournal.com

FTP available

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

<http://filetransfer.amcity.com>

1 x 1
1-7/16" x 1"
(8p7 x 6p0)

1 x 2
1-7/16" x 2"
(8p7 x 12p0)

1 x 3
1-7/16" x 3"
(8p7 x 18p0)

1 x 1.5
1-7/16" x 1-1/2"
(8p7 x 9p0)

2 x 1
3-1/16" x 1"
(18p5 x 6p0)

1 x 4
1-7/16" x 4"
(8p7 x 24p0)

2 x 2
3-1/16" x 2"
(18p5 x 12p0)

*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. Media will be returned ONLY if requested and if address is included on disk.

2 x 3
3-1/16" x 3"
(18p5 x 18p0)

3 x 3
4-11/16" x 3"
(28p3 x 18p0)

2 x 4
3-1/16" x 4"
(18p5 x 24p0)

3 x 4
4-11/16" x 4"
(28p3 x 24p0)