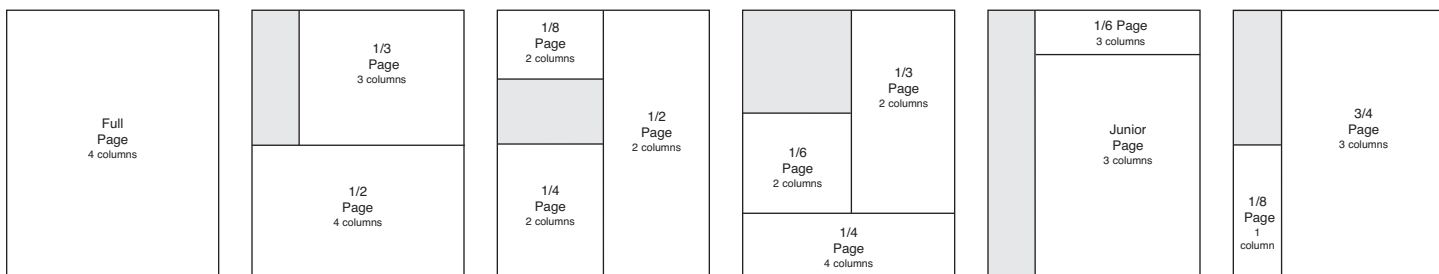


GUIDELINES FOR ELECTRONICALLY-SUBMITTED ARTWORK & ADS

- Preferred Programs • Photoshop, Quark XPress, Adobe
- Required for all ads • All colors must be CMYK process colors.
• Gather all fonts used in the ad; use postscript fonts.
• Collect all art that will be necessary to print the ad.
- Preferred file type • PDF, eps, tif, jpg
- Ads can be submitted by • CD
• Email: ads@tricitybusinessnews.com
• Emailed pictures should be in jpg format.
- Artwork formats • EPS • TIFF • PDF
- PDF's • Save all PDF's as CMYK

Ad Dimensions

Full Page	Inches	1/2 Page	Inches	1/6 Page	Inches
9-3/4 x 13-1/2" 4 columns	131.63	9-3/4 x 6-5/8" 4 columns	64.59	7-1/4 x 3-1/4" 3 columns	23.56
3/4 Page		4-3/4 x 13-1/2" 2 columns	64.13	4-3/4 x 5" 2 columns	23.75
7-1/4 x 13-1/2" 3 columns	97.88	1/3 Page		1/8 Page	
9-3/4 x 10" 4 columns	97.50	7-1/4 x 6-5/8" 3 columns	48.03	4-3/4 x 3-1/4" 2 columns	15.44
Junior Page		4-3/4 x 10" 2 columns	47.50	2-1/4 x 6-5/8" 1 column	14.91
7-1/4 x 10" 3 columns	72.50	1/4 Page		Directory Business Card	
		4-3/4 x 6-5/8" 2 columns	31.47	3-7/10 x 2"	7.4
		9-3/4 x 3-1/4" 4 columns	31.69		



Please contact Erin Nelson with any questions or to confirm receipt of electronically-submitted artwork and/or ads.