

Ad Creation/Ideas

Our experienced staff of designers will be happy to create and develop ads for your business to run in our publications free of charge. We will work closely with you to create attractive, eye-catching ads that will complement your business, and help you get the most out of your advertising program with the Worcester Business Journal.

Note: Ads built by the Worcester Business Journal that clients would like to run in other publications will have an additional charge of \$50 for our time to recreate the file to the exact size, save as a .pdf file and email to you or other publications.

Camera Ready Ads

We will be glad to accept your camera-ready ad via email. "High Quality" or "Press Quality" PDFs are preferred. If we have to manipulate the file in any way (re-sizing, replacing fonts or graphics, linking files, color correction, re-copying, fixing knock-outs, CMYK conversion, type changes, etc.), a \$50 an hour fee will be charged (minimum charge: \$25).

Ads sent via email must be smaller than 10MB. Please email ads to ads@wbjournal.com.

- Identify your ad in the subject of your email. (Subject: company name/publication/issue date)

LARGE PDF FILE?

Upload your ad to our FTP site using this information:

server: 0350672.netsolhost.com

user name: worcester_ads • **password:** wor_3st3R

Please place the files on the FTP and notify your Account Manager at 508-755-8004.

FILE CREATION SPECS

1. Size: see on right
2. File type: PDF is preferred
3. Resolution:
 - grayscale halftones (ie. photographs) = 200 dpi
 - linescreen = 100 bitmap images/line art = 1200 dpi;
 - color halftones = 200 dpi

- ALL COLOR ADS: Must be sent as a CMYK mix. (not RGB or spot)
- B&W ADS: Make sure ALL images are grayscale.
- EMBED ALL FONTS.

Printing Process: Web Offset. Expect 10-20% press gain.

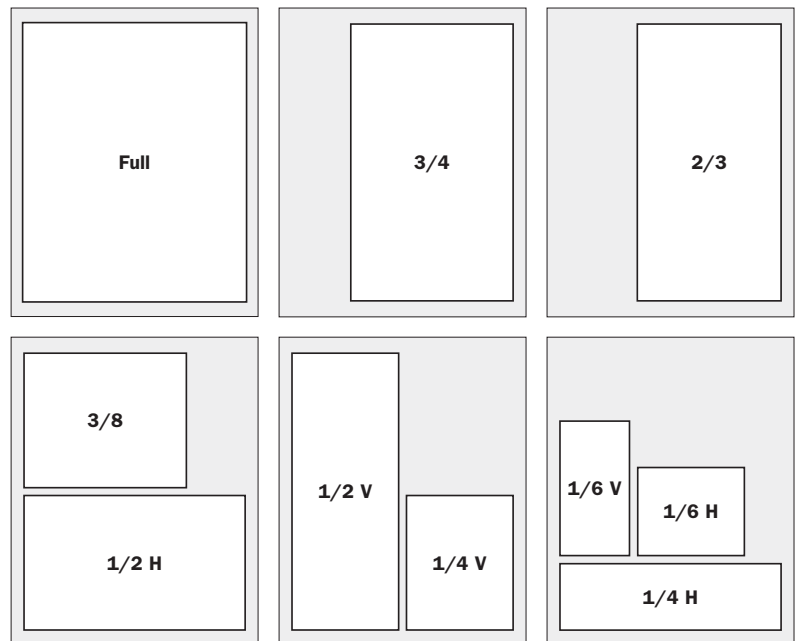
Line Screen: Black & white halftones should be 100 line screen. Four color should be no higher than 110.

Glossy, four color covers (special issues) should be 133.

Dimensions: Image area: 9" x 11.25" (Trim size: 10" x 12.5")

ISSUE AD SIZES

Full page	9" x 11.25"
3/4 page	6.625" x 11.25"
2/3 page	5.875" x 11.25"
1/2 page horizontal	9" x 5.5"
1/2 page vertical	4.3" x 11.25"
3/8 page	6.625" x 5.5"
1/4 page horizontal	9" x 2.75"
1/4 page vertical	4.3" x 5.5"
1/6 page horizontal	4.3" x 3.625"
1/6 page vertical	2.875" x 5.5"



SPECIAL PUBLICATION AD SIZES (8" x 10.5" format)*

Full page	7" x 10"
2/3 page	4 5/8" x 10"
1/2 page vert.	4 5/8" x 7 3/8"
1/2 page horiz.	7" x 4 7/8"
1/3 page vert.	2 1/4" x 10"
1/3 page horiz.	4 5/8" x 4 7/8"

* Special rates apply for 8" x 10.5" publications.

Contact your Account Manager for details.

