DIGITAL FILE AD SPECIFICATIONS

FILE CREATION SPECS

Size: Please check dimension chart to make sure your ad is the correct size. No bleeds.

Images: File type: **TIFF**, **EPS** or **HI-RES JPEG**

Color mode: CMYK (for full color ads only). *No RGB.* PANTONE UNCOATED (for spot color ads only)

Resolution: Grayscale and Black & White images—300 dpi

Line Screen: 85 for weekly newspaper
100 for supplements

ACCEPTABLE FILE FORMATS

Digital Files are acceptable in the following formats only:

1. **QuarkXPress** (Versions 3.3/4.1)
   • Macintosh only
   • Be sure to include all images and fonts with the file
2. **Illustrator** (8.0 and 9.0)
   • Embed all images
   • Convert all text to outlines/paths
   • *Freehand files can be accepted, must be converted to paths*
3. **Pagemaker** (Version 6.5)
   • Macintosh only
   • Be sure to include all images and fonts with the file
4. **Acrobat PDF**
   • Send a PDF if your ad requires no modifications and is final
   • Double check that file creation specs were followed
   • EMBED ALL FONTS
   • Is the ad black & white? Make sure all images are grayscale or black & white
   • Use Adobe Distiller, following the settings on the next page

AD SIZES	
Full Page	10" x 14"
3/4 Vertical	7 $\frac{1}{2}$" x 13 $\frac{11}{16}$"
3/4 Horizontal	10" x 10"
Island	7 $\frac{1}{2}$" x 10"
1/2 Vertical	4 $\frac{7}{8}$" x 13 $\frac{11}{16}$"
1/2 Horizontal	10" x 6 $\frac{3}{4}$"
3/8 Vertical	4 $\frac{7}{8}$" x 10 $\frac{3}{16}$"
3/8 Horizontal	7 $\frac{1}{2}$" x 6 $\frac{3}{4}$"
1/4 Vertical	2 $\frac{3}{8}$" x 13 $\frac{11}{16}$"
1/4 Standard	4 $\frac{7}{8}$" x 6 $\frac{3}{4}$"
1/8 Vertical	2 $\frac{3}{8}$" x 6 $\frac{3}{4}$"
1/8 Horizontal	4 $\frac{7}{8}$" x 3 $\frac{1}{4}$"
1/16	2 $\frac{3}{8}$" x 3 $\frac{1}{4}$"

PLEASE NOTE THAT POWERPOINT, PUBLISHER AND MICROSOFT WORD ARE NOT ACCEPTABLE FILE FORMATS.

GETTING YOUR FILE TO US

• Please mail or fax a copy of your ad to be used as a proof.
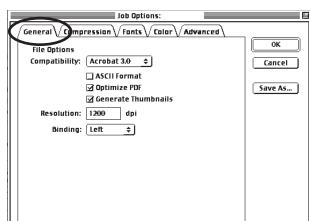 **FAX: 585-546-3398** (Attn: Your Account manager)

By Disk: 100 MB Zip Disk, CD-ROM, Floppy

By E-Mail: Send to: **production@rbj.net.** Large files may need to be compressed using Stuffit. Please identify your ad in the subject line of e-mail and enclose a contact person and phone number.

By Internet: We are a member of the **AdSend Online** Delivery Service. Our code is *nyrbj.* This is a service that must be subscribed to.

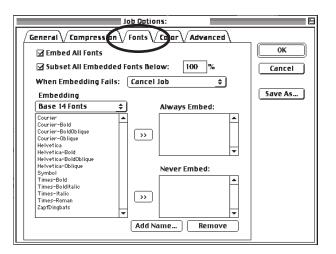**By Mail:** Rochester Business Journal, 45 East Ave., Suite 500, Rochester, N.Y. 14604

ROCHESTER BUSINESS JOURNAL

ACROBAT DISTILLER SETTINGS

Job Options:

General / Compression / Fonts / Color / Advanced

File Options
Compatibility: Acrobat 3.0
☐ ASCII Format
☑ Optimize PDF
☑ Generate Thumbnails
Resolution: 1200 dpi
Binding: Left

[OK] [Cancel] [Save As...]

Job Options:

General / **Compression** / Fonts / Color / Advanced

Color Bitmap Images
☑ Bicubic Downsampling at 220 dpi
☑ Compression: JPEG
Quality: Medium

Grayscale Bitmap Images
☑ Bicubic Downsampling at 220 dpi
☑ Compression: JPEG
Quality: Medium

Monochrome Bitmap Images
☑ Bicubic Downsampling at 600 dpi
☑ Compression: CCITT Group 4

☑ Compress Text and Line Art

[OK] [Cancel] [Save As...]

Job Options:

General / Compression / **Fonts** / Color / Advanced

☑ Embed All Fonts
☑ Subset All Embedded Fonts Below: 100 %
When Embedding Fails: Cancel Job
Embedding
Base 14 Fonts

Courier
Courier-Bold
Courier-BoldOblique
Courier-Oblique
Helvetica
Helvetica-Bold
Helvetica-BoldOblique
Helvetica-Oblique
Symbol
Times-Bold
Times-BoldItalic
Times-Italic
Times-Roman
ZapfDingbats

Always Embed:
>>

Never Embed:
>>

[Add Name...] [Remove]

[OK] [Cancel] [Save As...]

Job Options:

General / Compression / Fonts / **Color** / Advanced

Conversion
◉ Leave Color Unchanged
○ Convert Everything for Color Management
○ Convert Only Images for Color Management
○ Convert All Colors to CalRGB

Assumed Profiles
Gray: Adobe Gray - 20% Dot Gain
RGB: sRGB IEC61966-2.1
CMYK: Adobe CMYK

Options
☑ Preserve Overprint Settings
☑ Preserve Under Color Removal and Black Generation
☐ Preserve Transfer Functions
☐ Preserve Halftone Information

[OK] [Cancel] [Save As...]

Job Options:

General / Compression / Fonts / Color / **Advanced**

Options
☑ Use Prologue.ps and Epilogue.ps
☑ Allow PostScript File To Override Job Options
☐ Preserve Level 2 copypage Semantics
☐ Save Portable Job Ticket Inside PDF File

Document Structuring Conventions (DSC)
☐ Process DSC
☐ Log DSC Warnings
☑ Resize Page And Center Artwork For EPS Files
☑ Preserve EPS Info from DSC
☑ Preserve OPI Comments
☑ Preserve Document Info from DSC

Default Page Size
Width: 792   Units: Points
Height: 1224

[OK] [Cancel] [Save As...]