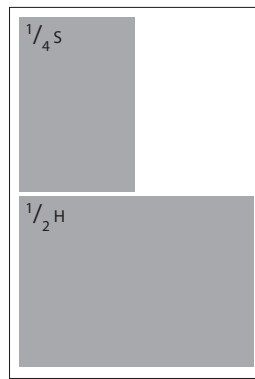
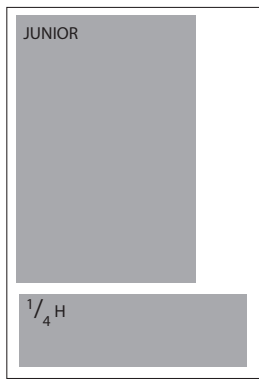
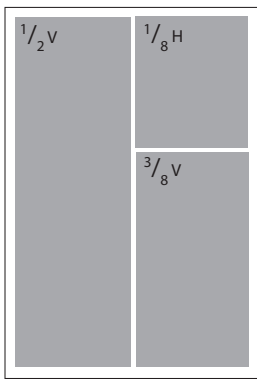
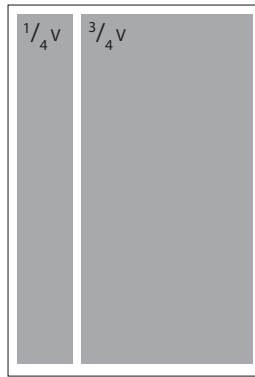
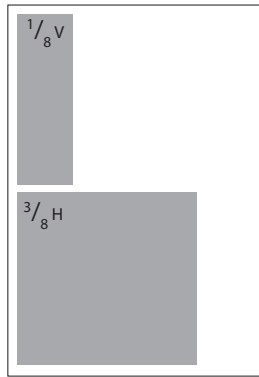
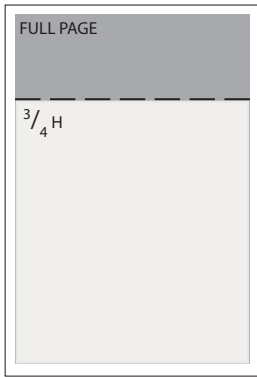


PRINT SPECIFICATIONS



* Ads are due 8 business days prior to publication date

SUBMITTING PRINT MATERIALS

- Our production department is available to assist you in the production of your advertising materials.
- The Business Journal is produced digitally and only electronic ads will be accepted. Line screens should be set at 85. Please make sure that all four-color ads have been converted to CMYK for process color printing.
- Our paper is printed with a 35% dot gain. Please prepare image files accordingly. Contact Erin Zehr at ewebb@cnybj.com for help with your image files to ensure they reproduce in print correctly.
- Our production department works on a Mac platform. A **high-resolution PDF is the preferred format for ads**. We also accept the following programs: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, and Microsoft Word. For graphic files, JPEG or TIFF work best, with a 300 dpi resolution.
- You can submit your electronic ad in the following formats: by email, via DropBox, or Google Drive. Files should be sent to ewebb@cnybj.com. When submitting native files, please include all fonts, logos, and any linked graphics used in the ad when submitting materials.
- Please identify the advertiser and the issue date in the email message.
- If you have questions about ad specifications or delivery, please call your advertising account manager.

Display Ad Size (width x height)

SPACE	INCHES
Full Page	9.75 x 13.5
3/4 Vertical	7.25 x 13.5
3/4 Horizontal	9.75 x 10
Junior	7.25 x 10
1/2 Vertical	4.75 x 13.5
1/2 Horizontal	9.75 x 6.75
3/8 Vertical	4.75 x 10
3/8 Horizontal	7.25 x 6.75
1/4 Standard	4.75 x 6.75
1/4 Vertical	2.25 x 13.5
1/4 Horizontal	9.75 x 3.25
1/8 Vertical	2.25 x 6.75
1/8 Horizontal	4.75 x 3.25
Front Page Strip	9.75 x 1
Top Ranks Bottom Strip	9.75 x 1
Top Ranks Middle Strip	7.25 x 1

INSERT SPECIFICATIONS

Single-page inserts must be printed on 60# stock (minimum). Inserts may not be smaller than 3" x 5" or larger than 7" x 11". If it exceeds 7" x 11", advertiser must provide the insert piece in folded form. Maximum weight per insert is 1 oz. Each additional ounce is charged at an additional \$98 per thousand. Call for further details.

Important: Outgoing bulk mail must not appear anywhere on insert. **All inserts must have prior approval; samples are required two weeks in advance of publication date.**

Insert Deadline: Preprinted inserts must be received six business days prior to publication date. Please label inserts with the title CNYBJ Inserts and the issue date they are for.

Deliver inserts to:

Johnson Newspaper Corp. • Attn. Elmore Johnson
1 Harrowgate Commons, Massena, NY, 13662
(315) 755-1514 • ejohnson@wtd.net

The Central New York
BUSINESS JOURNAL
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