



PN and SPORTS 'N SPOKES have the same specifications and requirements

## TECHNICAL SPECIFICATIONS

### a) DIGITAL AD SPECIFICATIONS

**Software formats accepted:** Quark Xpress, Adobe Illustrator, Adobe Photoshop, press-quality PDFs. (No other file applications accepted.)

**Fonts:** Supply all screen and printer fonts. Do not use TrueType or Multiple Master fonts.

**Graphics:** All supporting graphics must be supplied. These must be EPS files or TIFF images. Files need to be 300 dpi or higher resolution for quality output. All imbedded graphics should be supplied separately in case the printer needs to edit files for output. E-mail all files, fonts and graphics, or save to CD and mail.

**Output in CMYK format:** All files submitted must use CMYK (or grayscale for black and white) format. Files placed in an Illustrator document must be EPS or TIFF file format (no placed JPEG files), and fonts should be converted to outlines to insure no font problems.

**Laser proof or matchprint required:** Supply proof of ad with material. All color ads must have digital color printout or matchprint supplied.

### b) DIGITAL ADS MUST ADHERE TO THE ABOVE REQUIREMENTS

PN and SPORTS 'N SPOKES assume no responsibility for electronic ads failing to meet these guidelines. All electronically supplied materials will be pre-flighted to determine if they have been delivered in accordance to our specifications. All electronic ads that fail pre-flight, and need repair due to not meeting our specifications (including ads created in software not included in the above list) shall be charged for such repairs, with a minimum charge of \$50.00.

## MECHANICAL REQUIREMENTS

AD SPACE DIMENSIONS	WIDTH	DEPTH
<b>Full page (live area)</b>	7 1/4"	9 3/4"
<b>2/3 page vertical (2 col.)</b>	4 3/4"	9 3/4"
<b>1/2 page vertical (2 col.)</b>	4 3/4"	7 1/8"
<b>1/2 page horizontal (3 col.)</b>	7 1/4"	4 3/4"
<b>1/3 page vertical (1 col.)</b>	2 1/4"	9 3/4"
<b>1/3 page horizontal (2 col.)</b>	4 3/4"	4 3/4"
<b>1/4 page horizontal (2 col.)</b>	4 3/4"	3 1/2"
<b>1/4 page vertical</b>	3 1/2"	4 3/4"
<b>1/6 page horizontal (2 col.)</b>	4 3/4"	2 3/8"
<b>1/6 page vertical (1 col.)</b>	2 1/4"	4 3/4"

## SPECIFICATIONS

- Printing:** Web offset, saddle-stitched.
- Page format:** 3 columns (2 1/4" each)
- Live matter:** Keep minimum of 1/4" from all trims
- Trim size:** 8 1/8" x 10 7/8"
- Bleed size:** 8 3/8" x 11 1/8"
- Spread size:** 16 1/2" x 11 1/8" bleed  
16 1/4" x 10 7/8" trim



## 2008 ADVERTISING DEADLINES

	SPACE RESERVATION	MATERIALS DUE	MAIL DATE
January 2008	11/20/07	11/30/07	12/14/07
February 2008	12/20/07	12/27/07	1/18/08
March 2008	1/18/08	1/28/08	2/15/08
April 2008	2/20/08	2/28/08	3/14/08
May 2008	3/20/08	3/28/08	4/18/08
June 2008	4/18/08	4/28/08	5/16/08
July 2008	5/21/08	5/28/08	6/13/08
August 2008	6/20/08	6/27/08	7/18/08
September 2008	7/18/08	7/28/08	8/15/08
October 2008	8/20/08	8/28/08	9/19/08
November 2008	9/19/08	9/29/08	10/17/08
December 2008	10/20/08	10/28/08	11/14/08
January 2009	11/20/08	11/26/08	12/12/08



## 2008 ADVERTISING DEADLINES

	SPACE RESERVATION	MATERIALS DUE	MAIL DATE
January 2008	12/7/07	12/14/07	1/4/08
March 2008	2/7/08	2/14/08	3/3/08
May 2008	4/7/08	4/14/08	5/1/08
July 2008	6/6/08	6/13/08	7/3/08
September 2008	8/7/08	8/14/08	9/2/08
November 2008	10/7/08	10/14/08	11/3/08
January 2009	12/5/08	12/12/08	1/5/09

## MAILING INSTRUCTIONS

E-mail file to: sherri@pnnews.com

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