

Philadelphia Business Journal is a weekly newspaper published each Friday. It is produced using Adobe InDesign on Apple Macintosh computers and printed on 30-lb. newsprint. For ad design, we recommend designers adhere to the Specifications for Newsprint Advertising Production (SNAP) standards available from the Newspaper Association of America, [www.naa.org](http://www.naa.org).

## Files

All ad material must be submitted as digital files. Preferred format is Adobe Acrobat PDF. PDFs should be produced using Acrobat Distiller which is part of the full Acrobat package. PDF Writer, a utility included with some office applications, does not produce press quality PDFs. Set Distiller job options to EMBED ALL FONTS and turn off all image downsampling.

Digital ad materials may also be submitted in Adobe InDesign CS2 or QuarkXpress 6.5. All fonts and images should be collected and packaged along with the document before submitting. We also accept Adobe Illustrator or Photoshop files. WE CANNOT PROCESS MICROSOFT PUBLISHER FILES. Also avoid submitting files from general office applications like Word and Powerpoint as output is unpredictable. We can accept PDFs from ANY program when produced according to the Distiller guidelines above.

## Color & Images

All 4-color artwork must be in CMYK format. Color graphics and images in RGB may appear washed out when printed. All raster images should be sized at a resolution of at least 200 dpi (for 85 line screen output) at 100% of the size they are used in the file. Total CMYK ink coverage should not exceed 240%. Line art images such as logos should be at 600 dpi. When using color settings in Photoshop, select US Web Uncoated v2.

Text in vector images (such as Illustrator files) must be converted to outlines to eliminate font problems. Save all images as EPS or TIFF only.

If submitting a spot color ad, only one spot color may be used. Raster images in spot color ads must be grayscale (no DCS or duotones). Vector images can be spot color. Multiple spot colors, DCS images, or duotones will be converted to CMYK and 4-color pricing will apply.

## Mechanics

Ad Size (no bleeds)	Wide	Deep
Full Page	10" x	12.625"
3/4 Page	7.5" x	12.625"
Island	7.5" x	10"
1/2 Horizontal	10" x	6.25"
1/2 Vertical	5" x	12.625"
3/8 Vertical	5" x	9.475"
3/8 Horizontal	7.5" x	6.25"
1/4 Square	5" x	6.25"
1/4 Vertical	2.375" x	12.625"
1/4 Horizontal	10" x	3.125"
1/6 Page	5" x	4.125"
1/8 Vertical	2.375" x	6.25"
1/8 Horizontal	5" x	3.125"
1/16 Page	2.375" x	3.125"
1.5 Strip	10" x	1.5"

## Submitting

Materials are due one week prior to issue date. Please include issue date with your material (date should ALWAYS be a **FRIDAY**).

**The preferred method of submission is via our file transfer site:**

**<http://filetransfer.amcity.com>**

We also accept materials via AP AdSend (site code PAPBJ). Proofs are NOT required when submitting PDFs.

When submitting collected InDesign or Xpress files, compress the collection using the Stuffit or Zip process.

If you prefer to mail material to us, please address the package to your account executive and ship to:

Philadelphia Business Journal  
Suite 1200; 400 Market Street  
Philadelphia, PA 19106

## Questions?

We want to help you create press quality ads the first time every time. Following the above guidelines will ensure that your files print successfully and your time is not wasted reworking material. If you are unsure of any of the terms or procedures, call us before beginning. We will be glad to assist. Our Production Department can be reached at 215-238-5132.