

Deadlines and Mechanicals

2008-2009 EFFECTIVE OCTOBER 1, 2008

ADVERTISING DEADLINES

Black and White Display

PUBLICATION DATE	SPACE	PROOF
Sunday	Thursday, 2 pm	Wednesday, 10:30 A.M.
Monday	Friday, 2 pm	Thursday, 2 pm
Tuesday	Friday, 3 pm	Thursday, 3 pm
Wednesday	Monday, 2 pm	Friday, 4 pm
Thursday	Tuesday, 12 pm	Monday, 2 pm
Friday	Wednesday, 12 pm	Tuesday, 2 pm
Saturday	Wednesday, 3 pm	Tuesday, 3 pm

Color

Allow ONE ADDITIONAL DAY for camera-ready color ad. For electronic ad deadline information, contact your advertising representative.

MECHANICAL SPECIFICATIONS

COLUMNS	BROADSHEET	METRO TABLOID
1	1 ¹³ / ₁₆ " w (1.8125")	1 ⁵ / ₈ " w (1.6250")
2	3 ³ / ₄ " w (3.75")	3 ¹ / ₂ " w (3.5")
3	5 ³ / ₄ " w (5.75")	5 ⁵ / ₁₆ " w (5.3125")
4	7 ¹¹ / ₁₆ " w (7.6875")	7 ¹ / ₈ " w (7.1250")
5	9 ⁵ / ₈ " w (9.6250")	9" w
6	11 ⁵ / ₈ " w (11.6250")	10 ¹³ / ₁₆ " w (10.8125")
Double Truck ROP	23 ³ / ₄ " w x 22 ¹ / ₄ " d (23.75" w x 22.25" d)	
Full Page ROP	11 ⁵ / ₈ " w x 22 ¹ / ₄ " d (23.75" w x 22.25" d)	
Full Page METRO	10 ¹³ / ₁₆ " w x 11 ¹ / ₄ " d (10.8125" w x 11.25" d)	

GLOSSY TABLOID

GLOSSY COVERS

Full page bleed*	11 ³ / ₈ " w x 12 ¹ / ₂ " d (11.3750" w x 12.5" d) * NOTE: Bleed ads are available on GLOSSY COVER positions only.
Trim Size:	10 ⁷ / ₈ " w x 12" d (10.8750" w x 12" d) Live area on bleed ads should not exceed 1/4" beyond trim size.

DOUBLE PAGE SPREADS are also available. Contact your account executive for details.

NON-GLOSSY PAGES:

Full page	10 ¹ / ₈ " w x 11" d (10.125 w x 11" d)
Half page horizontal	10 ¹ / ₈ " w x 5 ¹ / ₄ " d (10.125 w x 5.25" d)
Half page vertical	4 ¹⁵ / ₁₆ " w x 11" d (4.9375 w x 11" d)
Quarter page	4 ¹⁵ / ₁₆ " w x 5 ¹ / ₄ " d (4.9375 w x 5.25" d)
Sixth page	3 ¹ / ₄ " w x 5 ¹ / ₄ " d (3.25 w x 5.25" d)
Eighth page	4 ¹⁵ / ₁₆ " w x 2 ¹ / ₂ " d (4.9375 w x 2.5" d)

NEWSPRINT PRINTING PROCESS:

Press: Web offset
Stock: 45 lb. white newsprint

AD TRANSMISSION

PBNI has created a site dedicated to the FREE TRANSMISSION OF ELECTRONIC ADS for our advertisers. The site is located at www.pbniads.com.

GRAPHICS, COLOR AND AROBAT REQUIREMENTS

GRAPHICS

- * Halftones: 200 dpi, 100-line screen
- * To limit file size, do not save halftones higher than 200 dpi.
- * Format: EPS. No TIFF preview
- * Do not use JPEG, PICT or GIF images in your file.
- * Do not use LZW compression
- * No DCS entries
- * Make sure all layers are flattened.
- * If using Photoshop 6.0 DO NOT save PDF with layers.
- * Because we use special pagination software, we cannot accept TIFFS. They will not paginate in our system.

COLOR

- * ALWAYS use process colors (cyan, magenta, yellow, black) CMYK
- * NEVER use RGB or LAB colors.
- * NEVER use Pantone colors.
- * Please allow for roughly a 25% press gain*. (Newsprint only)
- * When adjusting photos, please be sure to keep the highlights at 1-2%, midtones at 33-38% and shadows at 80-85%.
- * If the ad is to run in black and white, do not send a color ad! Convert all of the colors to grayscale before sending.
- * If you are sending a Quark Xpress file, do not place TIFF files into your document and then color them in Quark. Your TIFF file may not print correctly after the PDF is created.

ACROBAT

- * PBNI has specific settings used to create a PDF. Please download our settings from the PBNIADS.com site.
- * Adobe produces software that enables advertisers to create PDFs from desktop publishing programs such as QuarkXpress, Photoshop, Illustrator and InDesign, to name a few. The software used to create PDFs IS NOT ACROBAT READER or PDF WRITER. Reader, the FREE version, only enables you to view or print PDFs and WRITER allows you to PDF text and low resolution images ONLY. This is not suitable for high-end publishing. Therefore, advertisers who want to create PDFs to send files electronically through our http site need to own the FULL VERSION OF ADOBE ACROBAT.
- * Please be sure that your PDF files are not cropped too tight. This often results in a part of the ad border being cut off.
- * Please make sure to leave at least 1/8 to 1/4 inch of space around the ad.

Palm Beach Daily News
THE SHINY SHEET®

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