

Palm Beach Daily News

THE SHINY SHEET®

Palm Beach Newspapers has built an Internet site that allows us to receive PDF ads electronically from our advertisers.

WWW.PBNIADS.COM ELECTRONIC TRANSFER AD SERVICE

SPECIFICATIONS

Electronic ad

If you have access to the Internet via a Web browser, you will need to go to our Web site: <http://www.pbniads.com> This site is set up to receive ads that are in Adobe Acrobat Distilled PDF format ONLY! Once you arrive at the pbniads.com site, select the [Click here](#) link to submit your ad. This will take you to our form page. You will need to fill out this form in order to transmit your file to the newspaper's remote site. We require all fields with a red asterisk to be filled out before the transmission process will commence.

The screenshot shows the PBNiADS.com website. On the left is a navigation menu with links: Home, SPECIFICATIONS, Electronic ad, ROP AD, Classified Ad, REQUIREMENTS, Graphics, Color and Acrobat, AD DELIVERY, and Other Digital Transfer Options. The main content area has a 'NEW USER?' section with a link to 'Click here to submit your ad.' and a 'LOGIN' section with a green checkmark. On the right, there are instructions for submitting electronic ads, a warning about Adobe Acrobat Distilled PDF files, and Acrobat Distiller settings. At the bottom, there is contact information for website questions and the physical address: 2751 South Dixie Highway, West Palm Beach, Florida 33405.

We track your ads via the insertion order number. We ask that you do keep your file name short and **OMIT any SLASHES "/" in the PDF file name.** You will receive an error on transmission if slashes remain in the PDF file name that you are uploading.

REQUIREMENTS

Graphics, Color and Acrobat

In order for you to send your ads to us electronically you must be able to create a PDF (Portable Document Format) file. In order to do this **YOU MUST HAVE ADOBE ACROBAT DISTILLER** to distill your postscript file into a PDF file. Please note that advertisers **CANNOT send EPS, TIFF or JPEG files** to our pbniads.com site. All other Macintosh formats, including Adobe InDesign, Pagemaker, Illustrator, Photoshop and Quark Xpress must be mailed in on a disk, (CD, DVD, JAZ or ZIP) with the corresponding fonts, artwork and files attached. **Please note:** we cannot accept PC designed ads on disk.

All Color must be CMYK

If you are unable to meet the above PDF requirements, please refer to our Web site for accepted application and digital media formats.

Call us at: (561) 820-3733 or E-mail us: info@pbniads.com
for questions regarding electronic submission of ads.

Please note: If you are an advertiser who sends electronically to The Post, The Florida Pennysaver, La Palma or The Palm Beach Daily News, you can use the same Web site for all publications. You need to change your Account Executive's name to reflect the appropriate publication and denote POST, Pennysaver, La Palma or PBDN in the instructions box.