Sizes and Specifications

Advertising sizes, press specifications and file submission guidelines

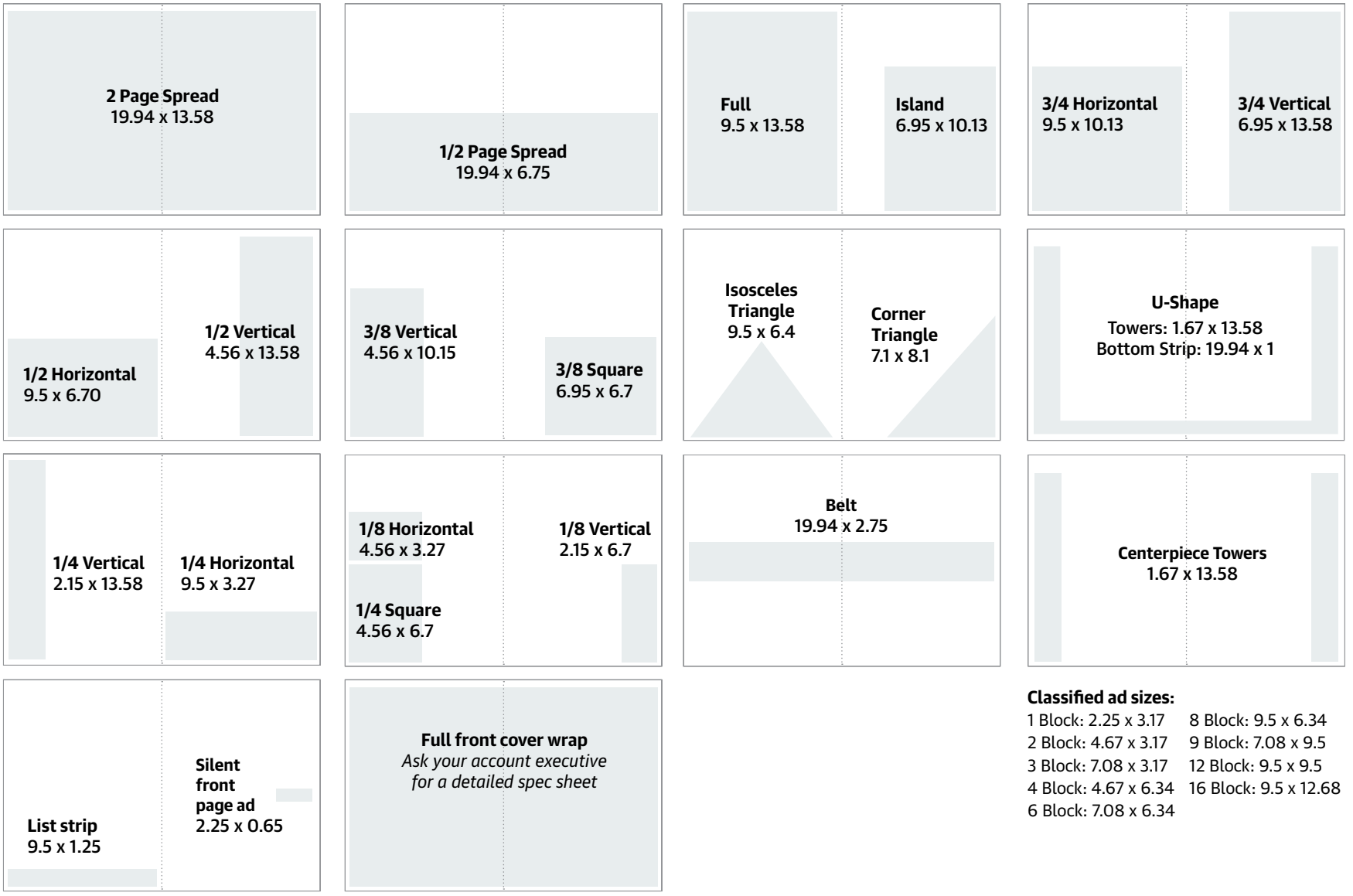
www.wbjadvertising.com

Questions? Contact wbjads@bizjournals.com

WASHINGTON BUSINESS JOURNAL

Display advertising sizes

Washington Business Journal is an untrimmed, cold-set, tabloid newspaper, printed on 35# 80 Bright Groundwood paper that measures 10.5 wide x 15 inches



Classified ad sizes:

1 Block: 2.25 x 3.17
2 Block: 4.67 x 3.17
3 Block: 7.08 x 3.17
4 Block: 4.67 x 6.34
6 Block: 7.08 x 6.34
8 Block: 9.5 x 6.34
9 Block: 7.08 x 9.5
12 Block: 9.5 x 9.5
16 Block: 9.5 x 12.68

WASHINGTON BUSINESS JOURNAL

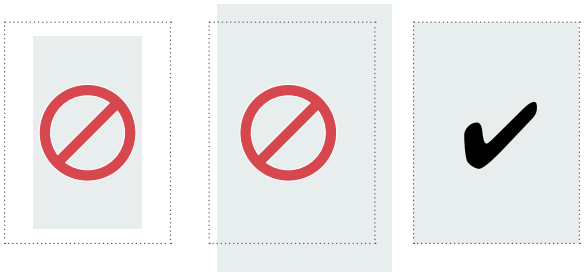
Requirements for newsprint display ads

The following are specifications for submitting your advertising materials for printing in the Washington Business Journal.
If we receive materials are not to specification, we will ask you to resubmit after correcting the issues.

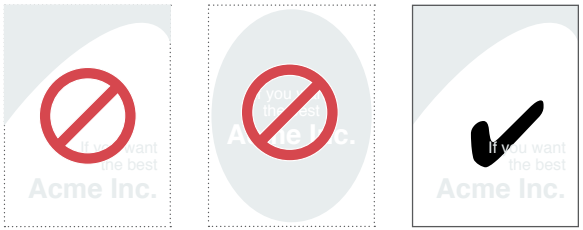
Camera-ready files

- Ads must be submitted as PDF/X-1a files
- Files must be prepared in a layout program such as InDesign.
  PDF files created by Adobe Photoshop or Word are not considered camera-ready.
- Color ads should be CMYK only. RGB, indexed colors, spot colors, Pantone colors and embedded color profiles cause art to separate incorrectly and must be converted to CMYK. Please be sure your art is set up using grayscale or CMYK. If your job prints in process color, convert all spot colors to CMYK mode in both your graphics program and page layout program.
- **Pantone or spot colors are never used** (even if you're only paying for "one color"). If we must convert spot colors to CMYK ourselves, this most likely will result in a color shift.
- Images should be scanned at the size they will be used and imported into the page layout at 100%. Enlarging or reducing an image may compromise quality. Scan at 300 to 600 dpi for line art, 180 line screen for photos, and save in jpg, tiff or eps format.
  If jpg compression is used, set image quality to "maximum." If you have color-scanned images, be sure they are converted to CMYK.
- Images downloaded or saved from a website are unsuitable for printing. They have low resolution formats (usually 72 dpi), which are fine for screen display, but far below acceptable quality standards for print. Do not include these images in your ads.
- Minimum photo resolution is 200 dpi. Newsprint products are printed at a 100 lpi line screen.
- Color ads with an ink density higher than 220% will be automatically converted to the appropriate ink density.
- Dot gain is about 18%. See the Newsprint reproduction section on the next page for more considerations.

Ads must be delivered at size. Ads that are submitted with dimensions different than listed above will be modified or stretched to fit the space that was reserved. Washington Business Journal will not "float" ads submitted smaller than the space that was reserved.



Partial page ads must have borders or artwork that clearly defines the outer edge of the ad. A 0.5 pt rule will be added around any ad submitted with white space on any side.



Newsprint reproduction

For the best possible reproduction we recommend you keep these things in mind:

Image resolution

- The minimum photo resolution is 200 dpi. Remember that scaling a photo in a layout program will change the effective print resolution. For example an image set to 200 dpi in Photoshop, but placed in InDesign at 200% will have an effective print resolution of 100 dpi.
- If a bitmap (non vector) image with text is used we recommend a minimum resolution of 300 dpi.

Registration limitations

- Newspaper printing is very different than heat-set magazine and book printing. Because of the thin weight of newsprint and the high-speed nature of newsprint presses, the alignment of the cyan, magenta, yellow and black plates on press, known as registration, is rarely perfect.
- Type less than 9 points should be 100% black. Setting small type in color (even a four-color black) may result in the text being illegible. We recommend any text in a dark color be at least 12 points, bold and 100% white.
- Thin rules should also be black and no less than 0.5 pt. We suggest making rules color only if they are 2 points wide or thicker.
- Use as few color plates as possible when making solid colors. For example, a green built as 80% cyan and 100% yellow will reproduce considerably better than a similar green that is built as 75% cyan, 8% magenta, 100% yellow and 5% black.

Understanding dot gain and ink density

- Cold-set newsprint has considerably more dot gain than other forms of printing. What does that mean? Well, imagine having a paper towel and a sheet of wax paper side-by-side on your kitchen counter. Now put a drop of water in the center of each. The drop on the wax paper will hold its shape and sit on top of the paper, while the drop on the paper towel will be absorbed and more than double in size. Ink on newsprint behaves much like the water on the paper towel.
- Because of this absorbent nature of newsprint, the maximum amount of ink the paper can hold is less what other papers can hold. The spreading ink also results in images often looking darker on paper than what your computer screen shows.
- Washington Business Journal's maximum ink density is 220%. That means the sum of the percentages of cyan, magenta, yellow and black for any one color must add up to 220% or less. For example that green color that is built as 80% and 100% yellow has an ink density of 180% — well within acceptable tolerance.
- To make sure your ad is optimized for newsprint reproduction, we recommend using the "U.S. Web Uncoated V2" color preset provided with Adobe Creative Suite. This will give you a better preview of the reproduction on your computer screen and make sure your file uses the correct ink densities.
- **Note that by default, all versions of Adobe Creative Suite use a generic profile meant for magazine printing. If you do not change that color setting your file will have a maximum ink density of 300% and we will automatically convert your file to a lower density before printing. This may result in a slight color shift.**

WASHINGTON BUSINESS JOURNAL

Requirements for Inserts

Approval: Send actual samples of the insert or a pdf of the insert to your account executive 14 days prior to publication for content and postal approval.

Specifications

- Minimum size: 5" x 10"; Maximum size: 9.5" x 14"
- Single sheet inserts must be printed on minimum 70lb stock.
- Inserts resembling editorial matter must have "Paid Advertising Supplement to Washington Business Journal" in 14-point type on the front page.
- Postal regulations govern insert requirements; no Bulk Rate indicia permitted on finished piece. See your Account Executive for insert shipping instructions.
- Prices are for inserts weighing 1 ounce or less, anything heavier will be priced according to weight.
- The number of inserts are limited and sold on a first-come basis. Because of this, cancellations for inserts will not be accepted less than four weeks prior to insert date. No verbal cancellations accepted. Any cancellations received after the deadline of four weeks prior will be billed for the full cost of the insert.
- Under no circumstances will any advertiser be allowed to sell advertising into any insert or supplement being inserted into the Washington Business Journal.

Delivery instructions:

Attn: Print Innovators / Washington Business Journal
Print Innovators
1381 Belman Road
Fredericksburg VA, 22401
Office: 540.645.5950
Email: PI@printinnovators.com

- Inserts must arrive 10 days prior to the publication date. Please notify your account executive when you are planning on delivering the insert.
- All inserts are accepted at the Shipping/Receiving dock located on the left side of the Print Innovators facility.
- Shipping/Receiving hours: Monday to Friday, 9 a.m. to 5 p.m.
- Please label the boxes as follows:
  Insert Name
  Washington Business Journal Insert
  Publication Date
  Box 1 of XX, Box 2 of XX, Box 3 of XX and so on.

WASHINGTON BUSINESS JOURNAL

How to submit print ads

By E-Mail

If your ad is less than 10 MB in size, e-mail it to: wbjads@bizjournals.com

By FTP

A dedicated FTP client such as Transmit (www.panic.com/transmit) is required.

Server: ftpcentral.amcity.com

User name: wbj

Password: files4wbj

Once your file is uploaded, send an e-mail stating the file's name and location on the FTP server to wbjads@bizjournals.com

Using your web browser

Files up to 1GB in size are accepted.

Using your Web browser, go to:

http://filetransfer.amcity.com

Fill in your contact information and select "Send ad files to ACBJ publications." Then select Washington Business Journal and follow the instructions.