2008 Rates & Specifications

Modular Ad Sizes
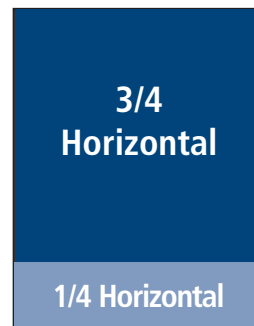
Full page
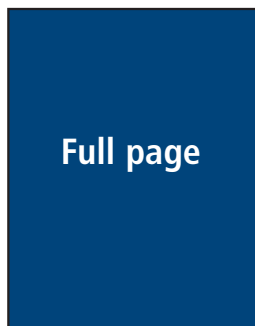
Full 9.8125" x 13.875"

1/2 Vertical

1/2 Vertical 4.8125" x 13.875"

Jr Page

Junior 7.3125" x 10.3125"

3/4 Horizontal

1/4 Horizontal

3/4 Horizontal 9.8125" x 10.3125"
1/4 Horizontal 9.8125" x 3.3125"

3/4 Vertical

3/4 Vertical 7.3125" x 13.875"

1/4 Block
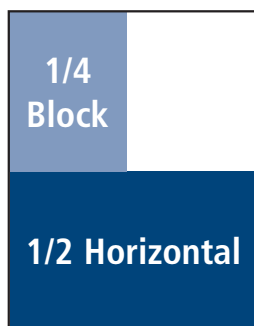
1/2 Horizontal

1/4 Block 4.8125" x 6.8125"
1/2 Horizontal 9.8125" x 6.8125"

3/8 Vertical

1/8 H
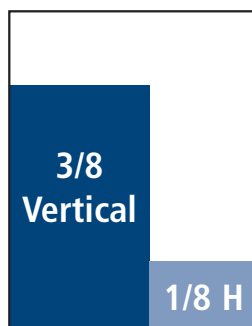
3/8 Vertical 4.8125" x 10.3125"
1/8 Horizontal 4.8125" x 3.3125"

3/8 Horizontal

1/8 V
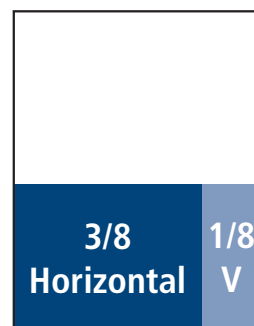
3/8 Horizontal 7.3125" x 6.8125"
1/8 Vertical 2.3125" x 6.8125"

Mechanical Specifications

Business Report is printed at 100 lpi linescreen on high-quality newsprint with a 50 lb. vellum cover stock and is stitched and trimmed at press.

A PROOF IS REQUIRED WITH ALL DIGITAL AD SUBMISSIONS.

ACCEPTABLE DESKTOP FILE FORMATS:

Business Report is created in Adobe InDesign CS2.

Camera Ready Ads: High resolution PDF format ONLY. Please use Adobe Acrobat Distiller "PRESS" default settings.

Scratch Ads Created at *Business Report*: Elements (original art, logos, etc.) created with Microsoft Publisher, Microsoft Word or Powerpoint will not be accepted. Most other programs are supported including InDesign, Photoshop, and Illustrator.

IMAGES/SCANS: All images/scans should be 300 dpi saved as a TIFF or an EPS. We cannot accept RGB colors or 72 dpi (i.e., images pulled from website).

All color images provided on disk must be CMYK format and color corrected. We are not responsible for color on RGB files that must be converted to CMYK. Please make sure process separation is checked for all process color builds. B&W scans should be saved as grayscale or bitmap.

ACCEPTED FONTS: PDF files with fonts embedded are preferred. All printer and screen fonts must be included with all live digital files. Please use stylized fonts and do not use menu-styled fonts for bold, italics or bold italic type. All fonts used in art files must be converted to outlines.

LOGOS AND ARTWORK: Images should be EPS files. Avoid rotation and cropping of images in layout program and do not nest EPS files in other EPS files. Supply InDesign "PreFlight" report or similar reports. **Please include a contact name, phone and address with all materials.** All advertising materials produced by *Business Report* remain the property of *Business Report* and will not be released until costs are reimbursed.

Artwork supplied must be in a printable form. If artwork requires production work, the client will be charged.

All ads should be bordered. *Business Report* reserves the right to include a hairline border around any borderless ad.

Digital Files are acceptable in the following formats: CD, Zip, e-mail to: ads@businessreport.com or ftp to http://sendto.businessreport.com.

Production Specifications

DIGITAL AD REQUIREMENTS

Business Report accepts ONLY digital ads. No film will be accepted. If not capable, ads can be submitted as Photoshop, PDF, TIFF or EPS, or Illustrator EPS. The images must be CMYK process colors at 300 dpi or the quality may not be guaranteed. They may be supplied on CD, or DVD. All color digital files must be accompanied by a press-accurate color proof such as Kodak approval or Epson Digital proof. Publisher will not take responsibility for the accuracy of the color reproduction on your ad if you choose not to supply such a proof. Inkjets and non-dot color proofs are not CMYK accurate and will not be an accurate representation of the way your ad will print.

GREATER BATON ROUGE

Business Report