

ELECTRONIC AD SPECS

Laser proof (digital color proof when appropriate) MUST be provided with each file. Disks should be labeled with contents.

Media Accepted

3.5" Floppy: 1.44MB/720K PC/Mac
 Zip 100MB PC/Mac
 Jazz 2GB PC/Mac
 CD-ROM PC/Mac

Compression Software

Zip PC

Software Accepted

To insure the highest quality ad reproduction it is recommend to send all ads in .pdf format. Distiller job options are available upon request. PLEASE NOTE: We cannot accept .pdf files of ads created in Microsoft Word or Microsoft Publisher.

Fonts

Reversed type must not appear smaller than Times New Roman standard 10point font due to 30% dot gain.

Photos

Color Photos: If same size, 170 dpi at 85 line screen. CMYK mode.

Grayscale Photos: If same size, 170 dpi at 85 line screen. Density range: highlight=2%, shadow=92% with 30% dot gain.

Color Ads

All of the colors, including spot color, must be converted to process (CMYK mode).

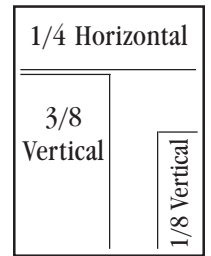
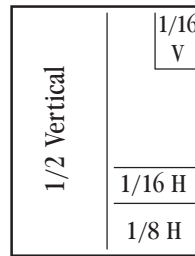
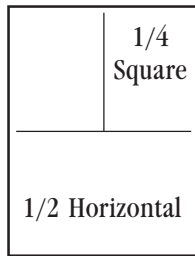
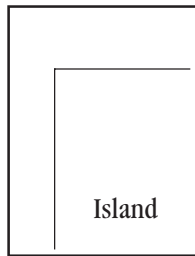
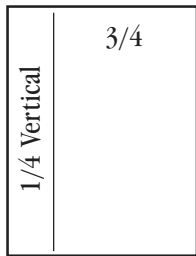
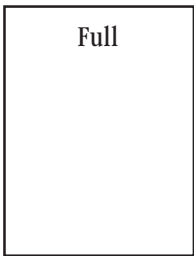
Black text must be true black (100%K). *Text using black composed of 100%Cyan, 100%Magenta, 100% Yellow and 100%Black will not print correctly.*

Ads Created By Blue Ridge Business Journal

To have your ad created by our design department please provide your business logo or any specific art elements in one of the following formats: .eps, .pdf, or 200 dpi image as a .psd, .tif, or .jpg

AD DIMENSIONS

The Business Journal has four columns (2 1/8") to a page with a modular format for display advertising space.



Space	Width x Depth in inches
Double	19 ^{7/8} x 11 ^{1/2}
Full	9 ^{1/4} x 11 ^{1/2}
3/4	6 ^{7/8} x 11 ^{1/2}
Island	6 ^{7/8} x 8 ^{9/16}
1/2 Vertical	4 ^{1/2} x 11 ^{1/2}
1/2 Horizontal	9 ^{1/4} x 5 ^{5/8}
3/8 Vertical	4 ^{1/2} x 8 ^{9/16}

Space	Width x Depth in inches
1/4 Square	4 ^{1/2} x 5 ^{5/8}
1/4 Vertical	2 ^{1/8} x 11 ^{1/2}
1/4 Horizontal	9 ^{1/4} x 2 ^{11/16}
1/8 Vertical	2 ^{1/8} x 5 ^{5/8}
1/8 Horizontal	4 ^{1/2} x 2 ^{11/16}
1/16 Vertical	2 ^{1/8} x 2 ^{11/16}
1/16 Horizontal	4 ^{1/2} x 1 ^{3/16}