



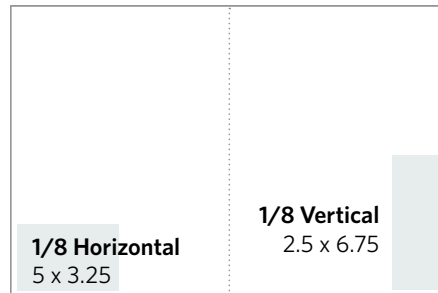
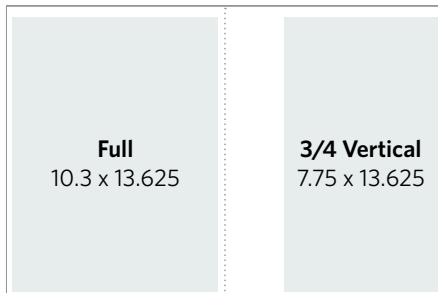
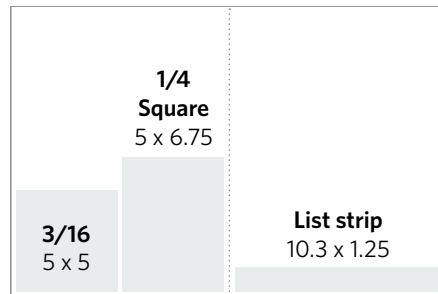
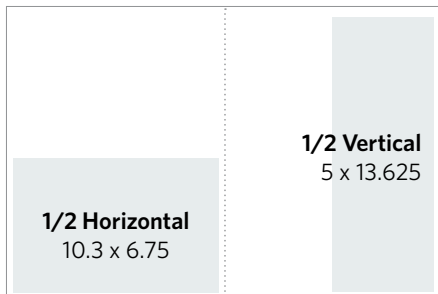
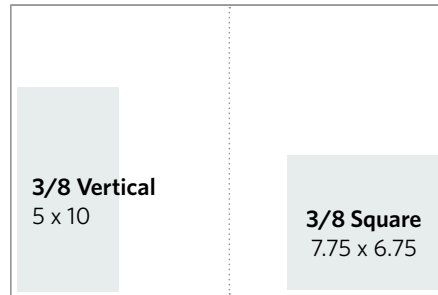
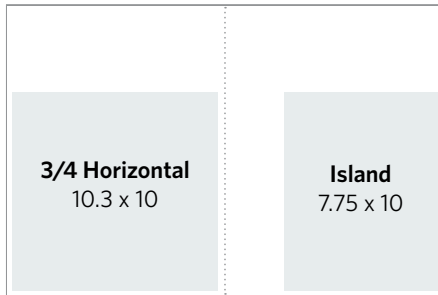
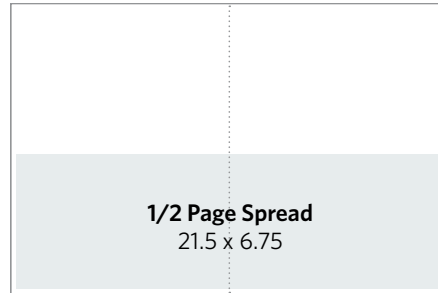
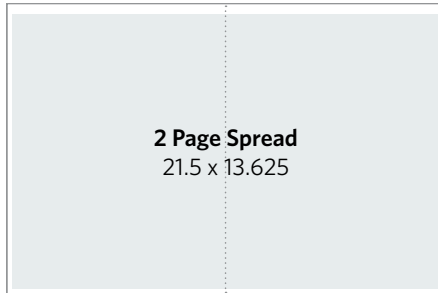
2010 SIZES/SPECS

EFFECTIVE JANUARY 1, 2010

WASHINGTON
BUSINESS JOURNAL

1555 Wilson Blvd. Ste. 400 Arlington, VA 22209 | (703)258-0800

DISPLAY AD SIZES



PRESS SPECIFICATIONS

Washington Business Journal is printed on 30# newsprint by Gannett Springfield's giant Goss Colorliner.

- CMYK only; PMS or other spot colors are not available
- Maximum ink density: 220%
- Line screen: 85 lpi
- Minimum photo resolution: 170 dpi
- Minimum bitmap/rasterized text resolution: 1,000 dpi
- Dot gain: 35%-38%

CAMERA-READY FILES

- All camera-ready ads are required to be submitted as industry standard PDF/X-1a files (see box below for more information.)
- Files must be prepared in a layout program such as InDesign or QuarkXPress. Type must remain vector and the fonts embedded. PDF files created by Adobe Photoshop are not considered camera-ready.
- The document size of the PDF should be set to the actual ad size (consult the display ad sizes chart below.) Files should not contain crop marks, registration marks or slugs.
- Color ads should be CMYK only. Pantone or spot colors are never used. Color ads with an ink density higher than 220% will be automatically converted which may result in an unexpected color shift.

HOW TO SUBMIT ADS

BY E-MAIL

If your ad is less than 9 MB in size, e-mail it to:
wbjads@bizjournals.com

BY FTP

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

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.

ON CD OR DVD

Mail or courier your ad materials on CD or DVD to:

Creative Services
Washington Business Journal
1555 Wilson Blvd. Ste. 400
Arlington, VA 22209

Tips for great ad reproduction

IMAGE TONING & RESOLUTION

Reproducing color in newsprint is significantly different from reproducing color in magazines. So while color printing in Washington Business Journal is among the best available, it will never reach the quality of publications printed on coated paper. Below are some key points to keep in mind while creating your ad.

INK DENSITY: One of the best things you can do to improve newsprint color reproduction is to properly set the ink density. The sum of the percentages of cyan, magenta, yellow and black used in the darkest areas should not exceed 220%. Files submitted with ink densities higher than 220% will be automatically converted and may experience unexpected color shifts. By default, Photoshop uses a magazine ink density of 300%. So using a Photoshop default setting, a near-black shadow area in a photo might have a CMYK breakdown similar to C: 75% M: 62% Y: 68% K: 90% (A total of 295%.) That's more ink than newsprint can handle. The excess ink that the paper can't absorb spreads out, smears and transfers to the opposite page much like a rubber stamp. So not only does that one image with too much ink density look dark and muddy, but the whole spread in the newspaper becomes an inky mess. You can change the default Photoshop settings by selecting *Color Settings...* from the Edit menu. In the Working Spaces section, select *CMYK: Custom CMYK...* and change the settings. Our recommended settings are pictured below. For proofing, you can check the ink density on PDF files using Adobe Acrobat (not Acrobat Reader) using the *Output Preview* dialog box. At the bottom of the panel, turn on *Total Area Coverage* and change the default 280% to 240%. Anything that turns bright green is too dense. If nothing highlights green, your maximum ink density is correct.

TONE COMPRESSION: Another key difference between newspaper and magazine printing is the range of tones that can be printed. Newsprint suffers from tone compression, meaning the maximum contrast in newsprint is less than in magazines. Think about the color of the newsprint; the whitest part of your image can only be the color of the paper. For an exaggerated example of this, open an image in Photoshop. From the View menu, select *Proof Setup > Custom...* Change the *Device to Simulate* to *Japan Color 2002 Newspaper* and turn on *Simulate Paper Color*. Note: We do not recommend color correcting images with the *Simulate Paper Color* turned on.

DOT GAIN: Because of the high absorption characteristics of newsprint, images will see a significant amount of dot gain. Dot gain in Washington Business Journal is approximately 35%-38%. Also, dot gain is not linear — the greatest growth is in the midtone. You cannot eliminate optical or mechanical dot gain — you must compensate for this effect in your images and flat tints. Without the required change, your ad will appear dark and muddy.

RESOLUTION: All continuous tone images (such as photos) should be around 200 dpi at their final output size. Remember, changing the scaling of an image in your layout program changes the effective resolution. A 200 dpi image scaled up to 200% has an effective resolution of only 100 dpi. Bit-mapped or "line" art (common for logos in the 1980s and '90s, less common today) should be around 1,200 dpi or higher.

TYPE & RULES

Only Type 1 Postscript or Open Type fonts should be used. True Type fonts are strongly discouraged. The size of your type should be kept at a minimum of 6 point for standard or 10 point for reverse. All type intended to print solid black should be set at 100% black.

Be cautious with color type or reverse type on color images. Keep in mind that the printed product can be up to two rows of dots out of register and still meet industry specifications. Avoid small, thin fonts when using reverse or four-color type, or your type may be illegible when printed. Likewise, avoid using color on thin rules. We recommend all color rules be at least 2 pts.

PDF/DISTILLER SETTINGS

To set up InDesign or Distiller to make PDF/X-1a files:

Adobe InDesign: From the File menu, select *Export...* Specify a file name and click the save button. In the next dialog box, from the list of choices in the Adobe PDF Preset selector, choose [PDF/X-1a: 2001]. In the Advanced section, change *Subset fonts when percent of characters used is less than:* from 100% to 0%.

Distiller: From the list of choices in the Default Settings pulldown box, select PDF/X-1a:2001. From the Settings menu, select *Edit Adobe PDF Settings...* Under the Fonts tab, change *Subset fonts when percent of characters used is less than:* from 100% to 0%.

Recommended CMYK settings

