

A blurred photograph of two business professionals walking in a modern office hallway. The man on the left is wearing a dark suit and light-colored trousers, carrying a briefcase. The woman on the right is wearing a dark blazer and dark trousers, carrying a folder. The background features a large window with a grid pattern and a row of lockers. The floor is highly reflective, showing clear reflections of the people and the window.

2012

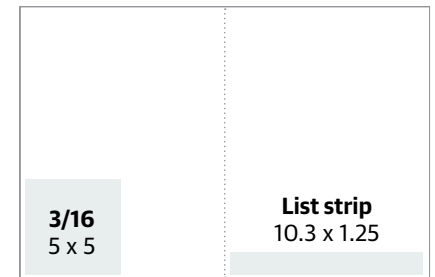
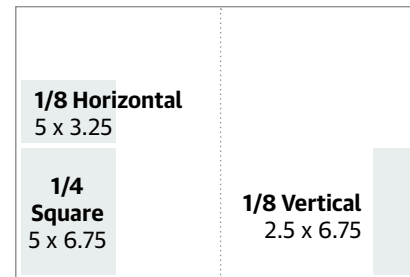
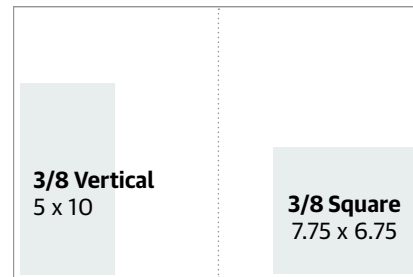
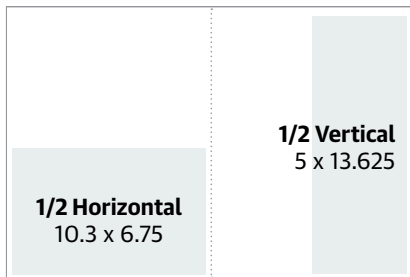
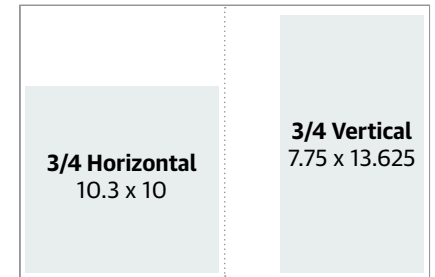
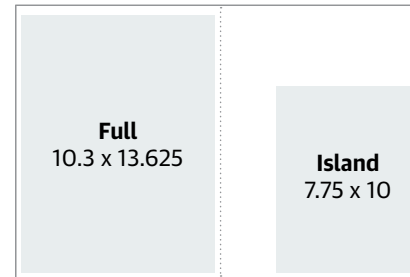
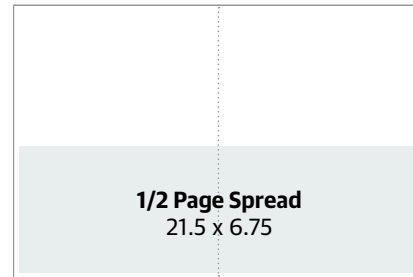
WASHINGTON
BUSINESS JOURNAL

Specifications

Print and web advertising sizes, press specifications
and file submission guidelines

Newsprint display advertising sizes

Washington Business Journal is an untrimmed, cold-set, tabloid newspaper that measures approximately 11.5 inches wide x 15 inches tall.



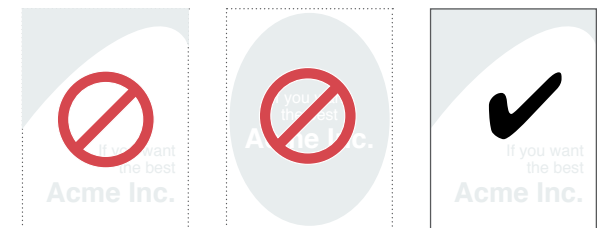
Camera-ready files

- Ads must be submitted as PDF/X-1a files
- Files must be prepared in a layout program such as InDesign. Type must remain vector and the fonts must be outlined or embedded. PDF files created by Adobe Photoshop or Word are not considered camera-ready.
- Color ads should be CMYK only. Pantone or spot colors are never used (even if you're only paying for "one color").
- Minimum photo resolution is 170 dpi. Newsprint products are printed at a 85 lpi line screen.
- Color ads with an ink density higher than 220% will be automatically converted to the appropriate ink density.
- Dot gain is 35%-38%. 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 hairline 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 170 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

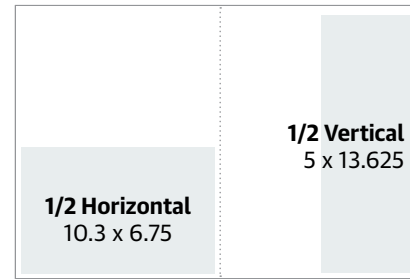
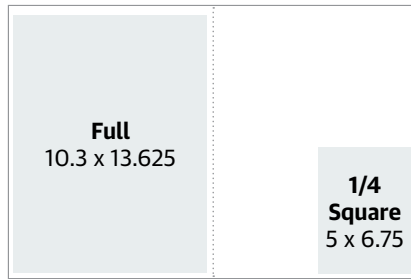
- Newspaper printing is very different than heat-set magazine and book printing. Because of the thin weight of newsprint and the high-speed nature of newsprint presses, the alignment of the cyan, magenta, yellow and black plates on press, known as registration, is rarely perfect.
- Type less than 9 points should be black. Setting small type in color may result in the text being illegible.
- Thin rules should also be black. 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 a ink density of 180% — well within acceptable tolerance.
- To make sure your ad is optimized for newsprint reproduction, we recommend using the "North America Newsprint" color preset provided with Adobe Creative Suite CS5. 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.

Book of Lists display advertising sizes

The Book of Lists is a heat-set, trimmed and perfect-bound publication measuring 10.5 inches wide x 14 inches tall. Pages are built using the weekly newsprint sizes and then reduced slightly to fit the smaller book size.



For ads on a cover position

- Trim size is 10.5 x 14
- Add 1/8th inch bleed on all sides
- Recommended image area: 10 x 13.5

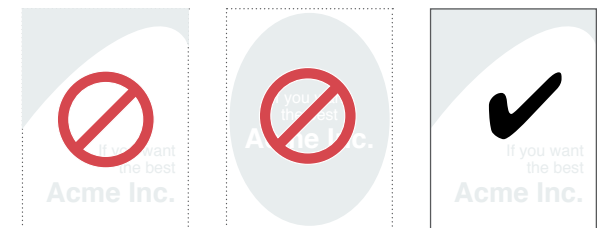
Camera-ready files

- Ads must be submitted as PDF/X-1a files
- Files must be prepared in a layout program such as InDesign. Type must remain vector and the fonts must be outlined or embedded. PDF files created by Adobe Photoshop or Word are not considered camera-ready.
- Color ads should be CMYK only. Pantone or spot colors are never used.
- Color ads should not have an ink density higher than 300%.
- Minimum photo resolution is 300 dpi. The Book of Lists is printed at a 150 lpi line screen.

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 hairline rule will be added around any ad submitted with white space on any side.



How to submit 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](ftp://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.

On CD or DVD

Mail or courier your ad materials to:

Creative Services

1555 Wilson Blvd. Ste. 400

Arlington, VA 22209

Online and e-mail products

These specifications are not yet available.
Contact your account executive for more information.