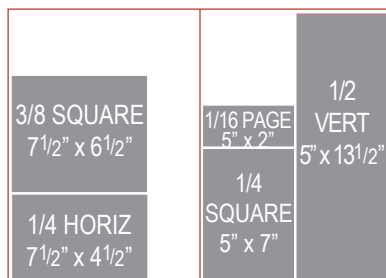
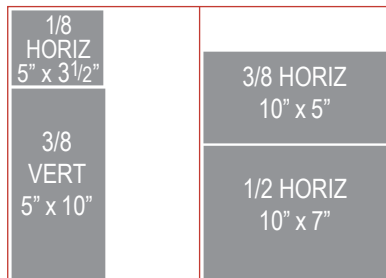
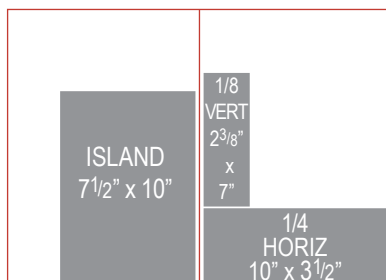
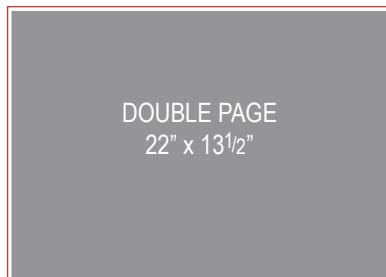


# SIZES & SPECIFICATIONS 2009

## DIMENSIONS

Space Size	Width	Depth
1 column	2 3/8"	13 1/2"
2 columns	5"	13 1/2"
3 columns	7 1/2"	13 1/2"
4 columns	10"	13 1/2"



## PRODUCTION REQUIREMENTS

Artwork: Ads prepared from artwork will be solely at advertiser's risk unless sufficient time is allowed to furnish prints for approval. Contact account executive for artwork deadline.

When sending ads electronically we need a **high resolution PDF**. Minimum 200 resolution.

- We **cannot accept** PowerPoint, Word or Quark documents ads.
- Please fax or mail a proof of your ad.
- The quality of reproduction is contingent upon the quality of materials furnished.
- The State Journal is not responsible for reproduction if material is received after materials due date.
- Proofs needed prior to press date available upon request.
- If copy is not provided, The State Journal reserves the right to repeat most recent ad.
- Only CDs or e-mail will be accepted. No floppy disks please!

## TO ENSURE PRINT QUALITY

It is important to The State Journal that your advertisement looks its best. To assure quality reproduction we offer the following guidelines. **If you have any questions please call Amber Myers, Production Manager at 304-720-6563/6561.**

- No less than 10 point type on reverse backgrounds and 12 point on four color. Serif type should never be reversed below 12 point.
- Blacks need to be 100% Black not a mix of CMYK.
- Colors need to be given a 10% variation (10% lighter or darker)
- Highlights should be at least 10% and blacks should be no more than 90% on gray scale pictures and ads.
- Color in type should be kept to a minimum and should be no smaller than 8 point for san serif and 10 point for serif.
- Spot color that works best:  
10-100% Cyan, Magenta and Yellow
- Make certain all files are flight checked and fonts are embedded prior to transmission.

## SHIPPING INSTRUCTIONS

Deliveries can be made to ATTN: Production, The State Journal 13 Kanawha Blvd. West, Suite 100, Charleston, WV 25302.

Electronically transmitted ads may be sent to: amyers@statejournal.com or dsmith@statejournal.com.

Minimum 200 resolution.

## PUBLICATION & CLOSING DATES

Publisher may act on the written instructions of either the advertiser or agency as to any ad. No liability is assumed as to any instructions received after closing date. The State Journal is published weekly. Contact account executive for advertising deadline.