

All print ads must be provided in a digital format. For the best image quality in your printed ads, all digital materials must be compliant with the following specifications:

- Acrobat PDF (preferred) with embedded or outlined fonts, images converted to TIFF or EPS files with color files converted to CMYK or grayscale before PDF is made.
- Adobe Photoshop and JPEG files must be at least 300 dpi and converted to CMYK or grayscale mode. Any artwork submitted in RGB will need to be converted to CMYK prior to insertion in the issue. We will attempt to notify the agency or advertiser of potential problems with submitted artwork. The Pacific Coast Business Times will not be responsible for the dramatic color shifts that occur during CMYK or grayscale conversion.
- Spot colors must be converted to CMYK values, and PDFs created from Adobe Illustrator must be saved with a CMYK color mode and transparencies must be flattened. Please remember that news-print will print the color darker and will have 20-30% dot gain of ink.
- Raw files created in Adobe InDesign, Adobe Photoshop or Adobe Illustrator are only accepted with fonts and links included. We do not accept Quark files.
- Low-resolution logos and pictures pulled from websites are not accepted. Ads created in Microsoft Publisher, Word or other word-processing programs are not accepted.
- For assistance with advertising copy, layout, graphics and typesetting, please contact your advertising coordinator at the Pacific Coast Business Times.
- Ads submitted that do not meet the above listed specifications will be either returned to the advertiser to correct or will incur digital production charges of \$75 per hour. Ads built by the production department allowed a maximum of two proofs. Any additional proof requests are subject to additional charges.
- Additional design services are available, including print and online ad design. Additional design services are billed on an hourly basis at \$75 per hour.
- Pacific Coast Business Times is built in InDesign on and printed on electrobrite paper with the highest possible recycled content.

Ads can be sent to your account executive or adart@pacbiztimes.com
Any questions may be directed to your ad representative.

DOUBLE PAGE SPREAD: 21.5" wide x 13.5" tall • **FULL PAGE:** 10" wide x 13.5" tall

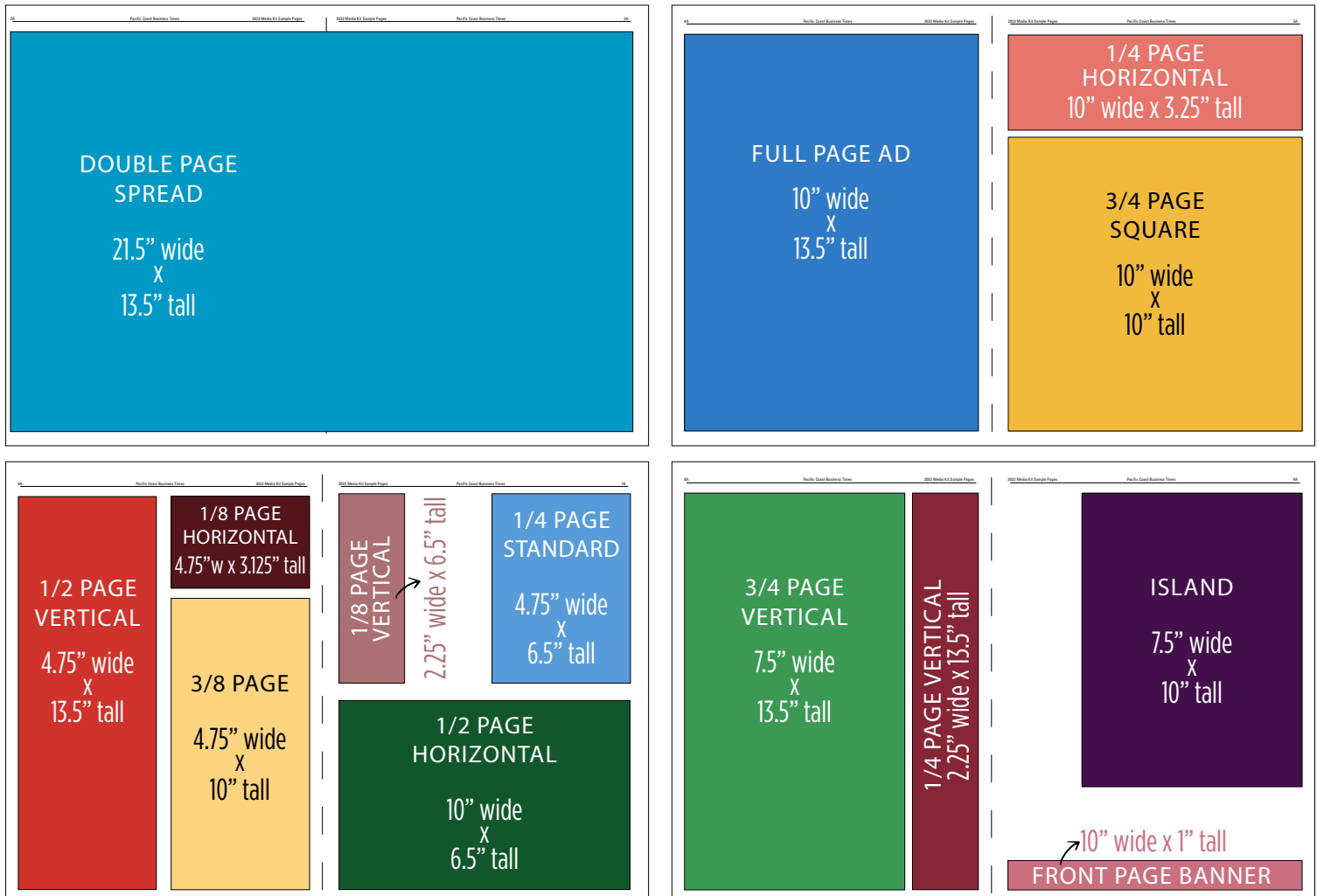
3/4 PAGE VERTICAL: 7.5" wide x 13.5" tall • **3/4 PAGE SQUARE:** 10" wide x 10" tall

1/2 PAGE HORIZONTAL: 10" wide x 6.5" tall • **1/2 PAGE VERTICAL:** 4.75" wide x 13.5" tall **3/8 PAGE:** 4.75" wide x 10" tall

1/4 PAGE STANDARD: 4.75" wide x 6.5" tall **1/4 PAGE HORIZONTAL:** 10" wide x 3.25" tall • **1/4 PAGE VERTICAL:** 2.25" wide x 13.5" tall

1/8 PAGE HORIZONTAL: 4.75" wide x 3.125" tall • **1/8 PAGE VERTICAL:** 2.25" wide x 6.5" tall

ISLAND: 7.5" wide x 10" tall • **FRONT PAGE BANNER:** 10" wide x 1" tall



Advertising on pacbiztimes.com and our email newsletters provide another opportunity for business promotion. Accepted media includes JPEG, GIF and PNG. • No Flash animation allowed. • Resolution must be 72 dpi, maximum file size is 75-100K, less than 50K is recommended. • Ads will be linked to the web address provided by you or your agency. • Available to print advertisers only.

WEBSITE HOMEPAGE	SIZE	RATE
Top Banner, Fixed (Displayed throughout the entire website)	1150px wide x 125px tall	3/8 page pricing
Side Box - Small	350px wide x 250px tall	1/8 page pricing
Side Box - Large	350px wide x 600px tall	1/4 page pricing
WEBSITE FOCUS SECTION	SIZE	RATE
“Sponsored by” Banner	750px wide x 90px tall	1/2 page pricing
EMAIL NEWSLETTERS	SIZE	RATE
“Sponsored by” Top Ad	600px wide x 290px tall	3/8 page pricing
Side Box	300px wide x 250px tall	1/4 page pricing

