

WESTCHESTER C O M M E R C E

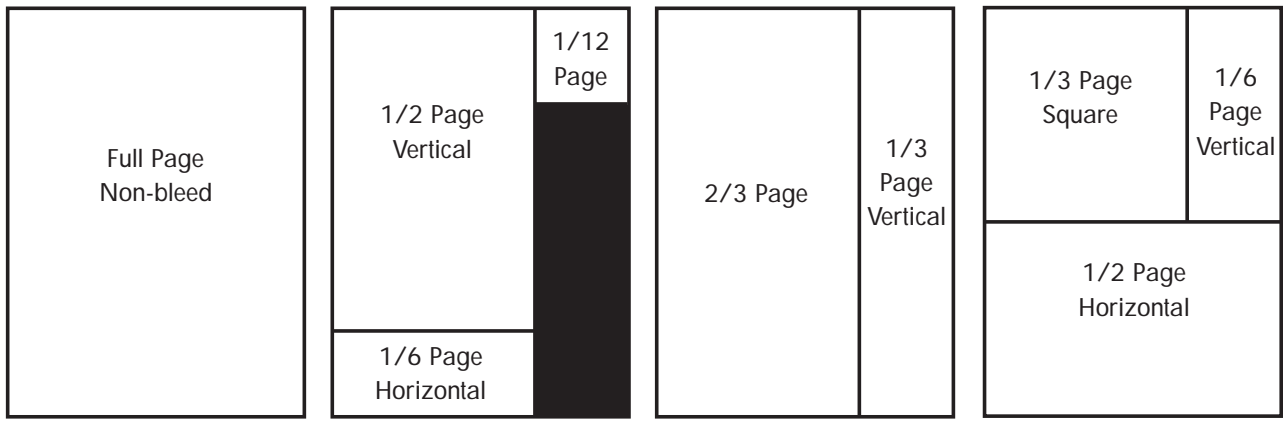
The Official Newsmagazine of The Business Council of Westchester

AD SPECIFICATIONS

We require all ads to be provided digitally, preferably on disk. Disks must be on CD-Rom and in **MACINTOSH FORMAT**. Files must be in Adobe CS2 (Indesign, Illustrator or Photoshop), QuarkXpress 6.0 (or lower). If you create an Illustrator file that has type in it, you must save all type as outlines. All work in any of these formats **must be saved CMYK**. We will also accept a hi-resolution PDF file (CMYK) with all fonts and images embedded.

All images, logos and photos in ad must be included as separate files in TIFF, JPEG or EPS format. All fonts, both printer and screen, must be included. (POSTSCRIPT fonts only). Enclose either a color key, matchprint, rainbow, color laser or black & white laser proof with all ads. **THIS IS EXTREMELY IMPORTANT** because we need to know how the ad should look when printed. Ads not provided in specified format may be subject to production charges. These charges are non-commissionable. Please provide a contact name and telephone number with all advertising material in case we have any questions.

DIMENSIONS	
(sizes below are width x height)	
Standard Page Size 3 Columns	
2 Page Spread	15" x 10"
Full Page (Bleed) . . .	8 ^{7/16} " x 11 ^{1/8} "
Full Page (Trim) . . .	8 ^{3/16} " x 10 ^{7/8} "
Full Page (image area)	7" x 10"
2/3 Page	4 ^{5/8} " x 10"
1/2 Page Vertical . . .	4 ^{5/8} " x 7 ^{3/8} "
1/2 Page Horizontal . .	7" x 4 ^{7/8} "
1/3 Page Square . . .	4 ^{5/8} " x 4 ^{7/8} "
1/3 Page Vertical . . .	2 ^{1/4} " x 10"
1/6 Page Vertical . . .	2 ^{1/4} " x 4 ^{7/8} "
1/6 Page Horizontal	4 ^{5/8} " x 2 ^{1/4} "
1/12 Page	2 ^{1/4} " x 2 ^{1/4} "



Keep live matter 1/4" from trim edge on top, sides and bottom.
Please add .125" beyond our trim size to full page ads with bleed.

SUPPLEMENTAL INFORMATION

Second Colors: A Pantone PMS color must be chosen for second color. We will then match it to the closest color available in CMYK. Metallic colors are also available. Prices upon request.

Preferred Position: Orders specifying positions are accepted only on a request basis, subject to the right of the publisher to determine actual position. Special position guaranteed at 10% premium.

Design/Layout Charges: Minimum \$20, Maximum \$75 (1/12 to full page)

Scanning Charges: \$40 B&W, \$75 color

Commissions: A 15% commission is allowed to RECOGNIZED ADVERTISING AGENCIES ONLY. Ad must be supplied in completed format on disk and assume billing responsibility and pay net within 30 days of billing date.

Ship all ad materials to:

Suburban Publishing, Inc., Production Department
Attn. Bridget
100 Clearbrook Road • Elmsford, NY 10523
(914) 345-0601 (ext. 147)

To e-mail ads send to: production@sub-pub.com

Please call us when you are e-mailing ads. We request you send us a faxed copy also.

Fax to:

(914) 345-8123, Attn. Bridget

General Info: John Seng (914) 345-3055 (ext. 118)

Production Info: Bridget Herlihy (914) 345-0601 (ext. 147)