

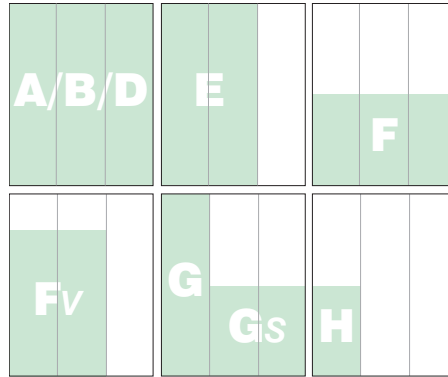


Ad Sizes, Specs & Rates

Sizes & Aspects	Width	X	Depth
A/B/D. Full Page			
→ Image Area	7.5"	X	10"
→ Bleed	8.75"	X	11.5"
→ Final Trim	8.375"	X	10.875"
C. Center Spread			
→ Image Area	16.125"	X	10"
→ Bleed	17.25"	X	11.5"
→ Final Trim	16.75"	X	10.875"
E. 2/3 Page	5"	X	10"
F. 1/2 Page	7.5"	X	4.875"
Fv 1/2 Vertical	5"	X	7.5"
G. 1/3 Page	2.375"	X	10"
Gs. 1/3 Square	5"	X	4.875"
H. 1/6 Page	2.375"	X	4.875"

Spring issue
Closes February 25, 2005
Publishes April 1, 2005

Fall issue
Closes August 26, 2005
Publishes October 7, 2005



Ad Sizes	4-color		1-color		b&w	
	1x	2x	1x	2x	1x	2x
Center Spread	\$3,975	\$3,460	\$3,320	\$2,915	\$3,120	\$2,715
Back Cover	\$3,585	\$3,115	\$2,965	\$2,615	N/A	N/A
Inside Front Cover	\$3,225	\$2,805	\$2,735	\$2,415	N/A	N/A
Inside Back Cover	\$3,225	\$2,805	\$2,735	\$2,415	N/A	N/A
Table of Contents	\$3,225	\$2,805	\$2,735	\$2,415	N/A	N/A
Full Page	\$2,655	\$2,310	\$2,280	\$2,010	\$2,080	\$1,810
2/3 Page	\$2,150	\$1,870	\$1,780	\$1,575	\$1,580	\$1,375
1/2 Vertical	\$1,865	\$1,620	\$1,495	\$1,325	\$1,295	\$1,125
1/2 page	\$1,865	\$1,620	\$1,495	\$1,325	\$1,295	\$1,125
1/3 Square	\$1,650	\$1,435	\$1,275	\$1,135	\$1,075	\$935
1/3 Page	\$1,650	\$1,435	\$1,190	\$1,060	\$990	\$860
1/6 Page	\$1,120	\$975	\$875	\$790	\$675	\$590

Guidelines for sending in Ads/Artwork

We can accept ads for either the Macintosh or PC, as follows:

PC - Quark Xpress 5.0, Pagemaker 6.5, Adobe Illustrator 10.0, Adobe InDesign 2.0, Macromedia Freehand 8.0.1, Adobe Photoshop 7.0, PDF, and Microsoft Word.

MAC - Quark Xpress 3.32, Pagemaker 6.0, Adobe Illustrator 6.0, Macromedia Freehand 8, Adobe Photoshop 4.0, and PDF.

Please note that if ads are sent in either PDF or Microsoft Word (PC Only), the ad must be ready to go as is (correct size, correct colors, etc.). Pictures cannot be edited in these formats, so if they are sending in a black and white ad, the pictures in these files must come in that format. PDF file must be sent without security or password settings. **Adobe InDesign ads must come in native format and all the fonts and graphics must be sent along with the file.**

Avoid using the style menu in Quark and Pagemaker for creating bold, italics or special effects like outline type or drop shadows. Instead, select the appropriate font in the type menu. Special effects can be created by layering text boxes in Quark or Pagemaker or by creating them in Illustrator (create outlines and save as EPS).

All PDF ads must have the fonts embedded in the file and at the highest possible resolution.

We can still accept ads on film or that must be shot, however we cannot go direct to plate with these. Therefore, we have to send these out to be copydotted (the film is scanned and converted to a digital file). We need at least a 4-day lead time before the ad is supposed to run, in order for this to happen. There is also a charge for this service. Ask your representative.

MAC NOTE: If files are to be sent in a Stuffit file, the Stuffit file must be compatible with Stuffit Lite version 3.5 or Stuffit Expander version 4.0.2.

Pictures

Pictures should be submitted in either EPS or TIFF format. If it is possible, it is preferred that the customer converts any text in EPS files to outlines in Illustrator.

Any images that are photographs or line art should be saved as TIFF. All others (such as those that include text) should be saved as EPS.

If they are sending in pictures, scan resolution should generally be as follows:

Photos should be scanned at 300 dpi.

Line art for both the magazine and newspaper should be scanned at 1200 dpi.

Do not scale images up or down more than 50% if possible. If scaling images up in size, maintain sufficient resolution.

Any files that are RGB color must be converted to CMYK.

When the customer is sending in artwork to be scanned, it is best if they send in the originals (if possible), as opposed to a copy or fax as these will reproduce better.

Additional Files

Customer must send in all fonts and graphics used in the ad, regardless of whether you think we have it or not. Keep in mind that many logos are a graphic even though they may appear to be text only.

All variations of the typeface must be sent in. For example, if the font is Arial, they should send in all of the Arial fonts on their system (bold, italic, etc.).

Sending in Files

Artwork may be submitted on the following media: CD-ROM, 3.5" Floppy Disk, E-Mail, Zip 100 or Zip 250.

Spot Color

If the ad is to be printed with a spot color, the ad must be built using Cyan representing the spot color. We need to be notified about which color will actually be printed in the ad.

For additional questions, please call your DJC rep (503) 226-1311

To advertise in BUILDING FUTURES, call: 503-226-1311

BUILDING FUTURES is a feature publication of the Portland Daily Journal of Commerce • 2840 NW 35th Ave. • Portland, OR 97210