

Display Advertising Specifications

COLUMN WIDTHS

| Columns | Inches | Picas |
|--------------|---------|----------------------------|
| 1 | 1.715" | 10p3.5 |
| 2 | 3.597" | 21p7 |
| 3 | 5.479" | 32p10.5 |
| 4 | 7.361" | 44p2 |
| 5 | ————— | 5 column ads not available |
| 6 | 11.125" | 66p9 |
| Double Truck | 23.125" | 138p9 |

PAGE SIZE INFORMATION

| | |
|------------------------------|--------|
| Page Depth | 20.5" |
| Columns per page | 6 |
| Column width - inches | 1.715" |
| Column width - picas | 10p3.5 |
| Total column inches per page | 123" |

POPULAR AD SIZES*

| Ad Size | Columns Wide X Inches Deep | Inches Wide X Inches Deep |
|---------------|-------------------------------|------------------------------|
| Full Page | 6 col. X 20.5" | 11.125" X 20.5" |
| 1/2 Page (H) | 6 col. X 10" | 11.125" X 10" |
| 1/2 Page (S) | 4 col. X 15" | 7.361" X 15" |
| 1/3 Page (S) | 4 col. X 10" | 7.361" X 10" |
| 1/4 Page (V) | 3 col. X 10" | 5.479" X 10" |
| 1/4 Page (H) | 6 col. X 5" | 11.125" X 5" |
| 1/4 Page (S) | 4 col. X 8" | 7.361" X 8" |
| 1/8 Page (V) | 2 col. X 8" | 3.597" X 8" |
| 1/8 Page (H) | 3 col. X 5" | 5.479" X 5" |
| 1/16 Page (V) | 1 col. X 8" | 1.715" X 8" |
| 1/16 Page (S) | 2 col. X 4" | 3.597" X 4" |
| 1/32 Page (V) | 1 col. X 4" | 1.715" X 4" |
| 1/32 Page (H) | 2 col. X 2" | 3.597" X 2" |
| 1/64 Page (H) | 2 col. X 1" | 3.597" X 1" |
| 1/64 Page (S) | 1 col. X 2" | 1.715" X 2" |

(S) = Square (H) = Horizontal (V) = Vertical

**We offer other ad sizes, but not all column/inch combinations are available. Please call for alternate sizes.*

DESIGN REQUIREMENTS

- All ads run inside an unbroken 1 pt. border.
- Reverses and reversed type may not exceed 33% of the ad area.
- We reserve the right to shade ads that exceed this amount.

PRODUCTION CHARGES AND PROOFS

- Proofs will be furnished on request provided material is submitted by 12 p.m. on Friday preceding date of publication.
- The first hour of production on each ad is free, each additional hour is \$75 per hour. Exceptions include typographical errors or failure to follow specific insertion instructions.

SUBMITTING DIGITAL FILES

- Our email servers will accept only the following types of attachments; pdf, tif, doc, xls, text, zip, or sit. To send other types of files please use a compression program that will create a ZIP (PC) or SIT (MAC) file.
- We encourage you to send us all digital ads in a PDF format. To ensure the best possible output, create your PDF file to meet the PDF/1Xa standard. This is a standard setting included with Adobe Acrobat products.
- Avoid using True Type fonts. Adobe Type fonts reproduce the best.
- Photos should be sized correctly for the ad and the resolution should be 150 pixels per inch.
- Photos should be formatted to CMYK for print, rather than RGB.

TERMS & CONDITIONS

- All advertising is payable in advance until credit has been established with our billing department.
- Finance charges of 1.5% per month will be levied on all unpaid balances of 30 days or greater.
- All insertions require a signed insertion order.
- A signed contract is required for discount rate eligibility.

IN CASE OF ERRORS

- In the event of a typographical error or wrong insertion, we will run a corrected advertisement, or issue a credit, for that portion of the ad that may have been rendered valueless by the error.
- Advertisers shall notify us of such an error in time for correction before the second insertion.

Contact Information

**SOUTHAMPTON
SALES OFFICE**
Phone: 631-287-1100
Fax: 631-287-4544
ads@pressnewsgroup.com

Deadlines

PROOF REQUESTS: Friday, Noon
REAL ESTATE SECTION: Friday, 4 p.m.
ALL OTHER SECTIONS: Monday, 1 p.m.
AD COPY DEADLINE: Monday, 1.p.m.