



SSM Print Publications Include:

Northwest Herald (Daily, Broadsheet) • Daily Chronicle (DeKalb) (Mon.-Sat., Broadsheet)
Kane County Chronicle (Tues.-Sat, Tabloid)

The MidWeek (Weekly, Tabloid) • Lake County Journals (Weekly, Tabloid)
El Conquistador (Weekly, Tabloid) • Great Lakes Bulletin (Weekly, Tabloid)
Business Journal (Monthly, Modular Tabloid) • Valley Free Press (Weekly, Broadsheet)

PDF is the Preferred Electronic File Format

SOFTWARE INFORMATION: InDesign, Photoshop & Illustrator CS3, Acrobat 7 or 8

SENDING FILES E-MAIL PER PUBLICATION:

Daily Chronicle (DeKalb), The MidWeek and Valley Free Press: cservices@shawsuburban.com
Kane County Chronicle: adgraphics@kcchronicle.com
El Conquistador: elconquistador@shawsuburban.com
Lake County Journals & Great Lakes Bulletin: lmads@shawsuburban.com
Northwest Herald, Business Journal and Sun City: adprepress@shawsuburban.com

ELECTRONIC TRANSMITTED ADS: E-mail, FTP, AdSend, AdTransit, AdCaster

COLOR: Please set-up all colors as CMYK format. Convert any Pantone or RGB colors before sending. Save all color artwork used in your ad as CMYK, binary, DCS off/single file format.

FONTS: If sending an InDesign, Quark or Illustrator file, please include and use only Type 1 postscript fonts or convert all fonts to outlines. We cannot accept or purchase fonts that are not included. TrueType fonts will not process through our system.

SAVING/SENDING ADS: Preferred file format is PDF. If you cannot send a .pdf, please be sure to include all images and fonts with your original electronic files. When sending ad files via e-mail, files may be compressed in either .zip or .sitx files. Newsprint - 200 dpi resolution for all images. Glossy - 300 dpi for all images. Bitmap files are an exception: these should be a minimum of 300 dpi for newsprint & 1200 dpi for glossy format.

TEXT & GRAPHICS: When sending text files, please save as ASCII .txt files. Word .doc and Excel spreadsheets are accepted. Graphic files should be saved as either .eps, .jpg, .pdf or .tif. Art for scanning must fit within the scanning bed area 12" x 17", a clean laser quality copy, or photos in glossy finish. No raised ink please.

PROOFING: Final OK's or changes are due back, in general, for daily publications, BY NOON the DAY BEFORE THE AD RUNS. Saturday, Sunday & Monday ads are due back FRIDAY BY NOON. Weekly Publications, special sections & holiday deadlines will vary. Please call your sales representative for all other appropriate deadlines.

WEB AD SIZES & SPECIFICATIONS

Web Ad Size	Pixels	Max
Skyscraper	160x600	60k
Ear	250x90	20k
Big Box	300x250	60k
Full Banner	468x60	20k
Leaderboard	728x90	60k

IMAGE FILE FORMAT: GIF, JPG, and many forms of rich media (conditions for use of rich media must be approved by SSM Account Executive).

MATERIAL DEADLINES: Minimum 3 business days prior to start of campaign; 5 business days prior for rich media.

CREATIVE CHANGES: If created by SSM, client is allowed one change of creative per month with 2 business days lead time. If created by 3rd party or client, creative may be changed at client's discretion. Exceptions must be pre-approved by SSM sales department.

POLITICAL ADS: All ads must indicate who is responsible for paying for the ad (such as "Paid for by XXX). Like all other ads, political ads are subject to SSM's approval.

The Following sizes are effective **March 29, 2010**

Please use the following chart for sizing your **PRINT** advertisements.

BROADSHEET - (6 col.)

Column Widths:

- 1 col - 1.75"
- 2 col - 3.625"
- 3 col - 5.5"
- 4 col - 7.375"
- 5 col - 9.25"
- 6 col - 11.125"

Max Height: 20.5"
Double Truck Width: 23.042"

TABLOID - (5 col..)

Column Widths:

- 1 col - 1.75"
- 2 col - 3.625"
- 3 col - 5.5"
- 4 col - 7.375"
- 5 col - 9.25"

Max Height: 11"
Double Truck Width: 19.75"

CLASSIFIED - (8 col.)

Column Widths:

- 1 col - 1.284"
- 2 col - 2.69"
- 3 col - 4.096"
- 4 col - 5.502"
- 5 col - 6.908"
- 6 col - 8.313"
- 7 col - 9.719"
- 8 col - 11.125"

*Note: Please build ads to above size specifications, no margins needed.