

BOWLERS JOURNAL MAGAZINE

MECHANICAL POLICIES & DIGITAL SPECIFICATIONS

ALL PUBLICATIONS MECHANICAL PROBLEMS

IT IS RECOMMENDED THAT A COLOR PROOF ACCOMPANY COLOR MATERIAL.

Publisher assumes no responsibility for color if Matchprints are not furnished.

A laser printout is required for ads. Faxed printouts for emailed or posted ads are acceptable.

Publisher reserves the right to reject any advertisement which is not in keeping with the publication's standards.

In the event of late materials for a scheduled ad, publisher reserves the right to run the company's previous ad.

All advertising that bleeds off the page must have a 1/8-inch (.125") bleed on all sides. Note: to run a fractional that bleeds off the page, please call for further specifications and sizes.

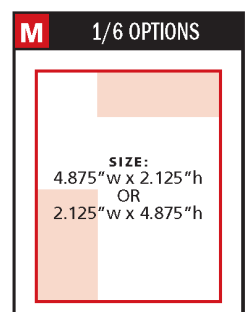
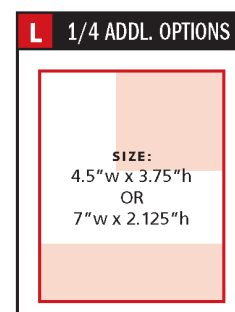
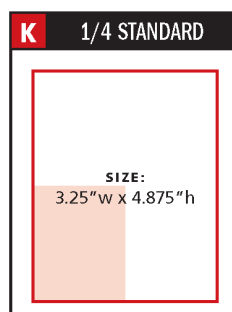
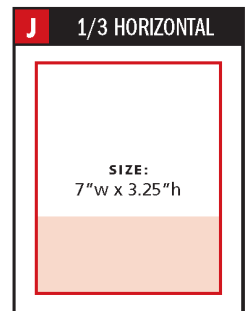
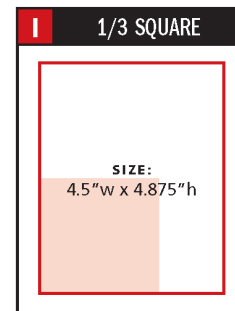
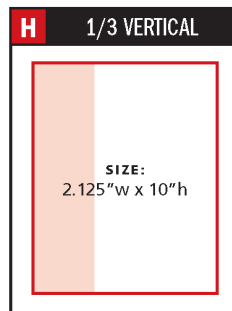
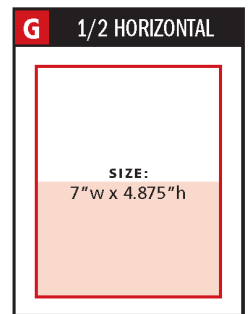
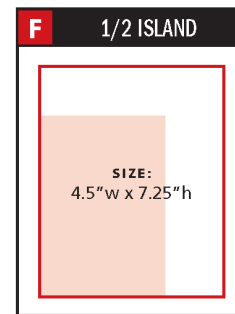
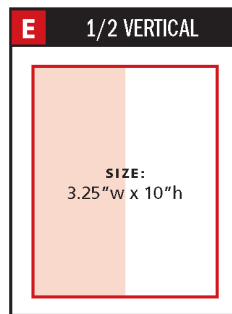
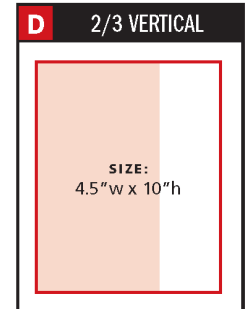
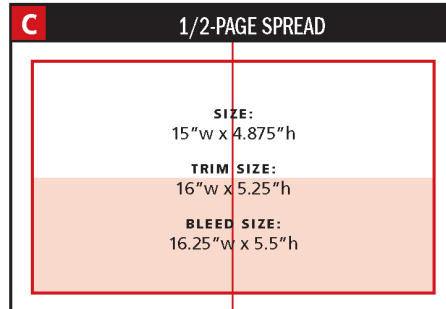
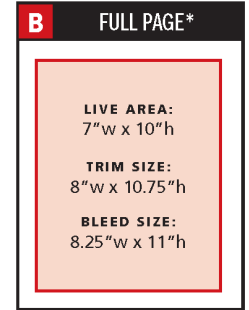
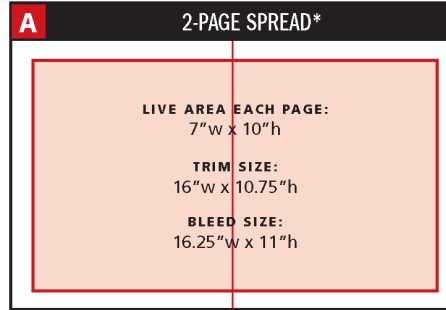
Publisher reserves the right to re-size, rebuild or otherwise reproduce any ad that is not to size, or that does not meet specifications. Ads created or corrected by Luby Publishing are subject to applicable production charges at the publisher's current rates: **\$125 per hour. Two-hour (\$250) minimum.** These charges are non-commissionable.

DIGITAL SPECIFICATIONS

We accept files from all major Mac and PC creative applications, including: Quark, Adobe Illustrator, Photoshop and InDesign. We also accept PDFx1-a print-ready PDFs generated from these programs.

Suggestions to Meet Deadlines:

- Place files (layout, fonts, images, etc.) into a folder and use a file compression utility such as Stuffit (Mac) or WinZip (PC) to compress the folder.
- Include all support files, i.e., tiff and EPS graphics, fonts, text files, etc. Each photo and art should be built to printer's quality specifications of 300 dpi at 100% of size used before making final file.
- Include all fonts — screen fonts, printer fonts, and fonts included within EPS graphics. Or, create outlines of fonts.
- Remove Spot, RGB, Pantone or Trumatch colors and convert to the CMYK colorspace.
- Submit final layouts at 100% for quality control.
- Indicate all special instructions on the printouts or within your PO.
- Avoid special characters in file names, e.g., slashes, apostrophes, quotes, question marks, etc.



INCLUDE ADVERTISER'S NAME IN SUBJECT HEADING.

BOWLERS JOURNAL MARKETPLACE MECHANICAL POLICIES & DIGITAL SPECIFICATIONS

MARKETPLACE MECHANICAL POLICIES

IT IS RECOMMENDED THAT A COLOR PROOF ACCOMPANY COLOR MATERIAL.

Publisher assumes no responsibility for color if Matchprints are not furnished.

2)A laser printout is suggested for marketplace ad submissions.

Publisher reserves the right to reject any advertisement which is not in keeping with the publication's standards.

In the event of late materials for a scheduled ad, publisher reserves the right to run the company's previous ad.

Publisher reserves the right to re-size, rebuild or otherwise reproduce any ad that is not to size, or that does not meet specifications. Ads created or corrected by Bowlers Journal are subject to applicable production charges at the publisher's current rates: **\$125 per hour. Two-hour (\$250) minimum.** These charges are non-commissionable.

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- Include all fonts — screen fonts, printer fonts, and fonts included within EPS graphics. Or, create outlines of fonts.
- **Colors will be converted to CMYK colorspace.**
- Submit final layouts at 100% for quality control.
- Indicate all special instructions on the printouts or within your PO.
- Avoid special characters in file names, e.g., slashes, apostrophes, quotes, question marks, etc.

DESIGN SERVICES

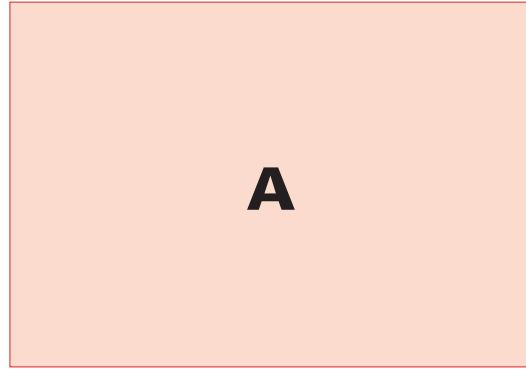
Marketplace ads can be created for a fee.

Hourly rates apply.

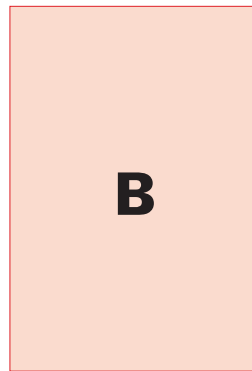
DEADLINES

Space: Confirm space option by the 5th of the month prior to publication.

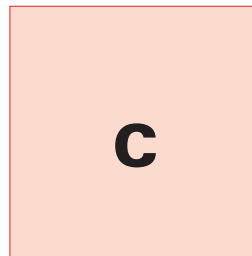
Materials: Must be received by the 10th of the month prior to publication.



A



B



C



D



E

A
Half Horizontal
(7" w x 4.875" h)
\$750 per issue

B
Standard Quarter
(3.375" w x 4.875" h)
\$500 per issue

C
Medium Box
(3.375" w by 3.375" h)
\$375 per issue

D
Business Card
(3.375" w x 2.25" h)
\$275 per issue

E
Small Box
(2.25" w x 2.25" h)
\$175 per issue

NOTE: These are all 1x pricing, No bulk discounts.

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