

ADVERTORIAL GUIDELINES

2 point rule minimum around ads.

Text should be set in a "sans-serif" type face.

The word "advertisement" should be set in a minimum of 10 point type at least three times across top of any ad of 3 columns or more, two times on 2 columns and one time on 1 column ads.

Serif-type is acceptable if an advertising logo appears in the ad. Logo must occupy an area of at least 1/20th of the ad. IE: a full page ROP ad (135 column inches) would require the logo to occupy 8.5 column inches.

MINIMUM AD SIZES BY COLUMN INCHES

Ads must be at least as many inches deep as columns wide.

**COPY REGULATIONS**

1. Publisher reserves the right to screen, or otherwise lighten heavy black display, solid backgrounds, borders or reverse material.
2. Publisher will not be responsible for errors when correct proof of advertisement does not accompany insertion order or for insertion of incorrect material supplied by a third party.
3. Publisher's schedule of copy and proof deadlines must be observed in order to assure publication. No adjustment, refund or reinsertion will be allowed for errors or omission as a result of corrections furnished by advertiser after specified proof release deadlines. Only one proof service is furnished.
4. Publisher will not be responsible for typographical accuracy of copy received for publication after proof/copy deadline.
5. The Publisher will not be responsible for illustration material drawings or photographs not called for within 30 days after date of insertion.
6. Publisher assumes no responsibility for improper use or redemptions of coupons forming part of an advertisement.
7. Forwarding of an order will be construed as an acceptance of all rates and conditions currently in effect. Failure to make the order correspond in rate, or otherwise, with the rate schedule in force will be regarded as a clerical error, and publication will be made and charged for upon terms of rate schedule in force without further notification.
8. In display advertising, illustrations, designs, heavy face type, borders, etc., may be used subject to Publisher's approval. Advertiser must, however, assume all risk for material not printing distinctly in the paper unless it meets the mechanical standards of the Publisher.
9. No allowance will be made for any shrinkage which may occur in the size of an advertisement during the process of printing. Advertisements are payable on the basis of the space ordered.
10. Composition charge may be made for advertisements containing extensive proof revisions.
11. Application – Local Retail and Classified rates apply to bonafide individual retailers who have permanent business establishments located in Missouri and Illinois counties which touch a 100-mile radius of St. Louis. National rates apply to but are not limited to ads or advertisers such as:

Direct Response (Mail Order)	P. O. Boxes	Manufacturers/Transient
Publishing Companies	Trunk Sales	Auctions & Sales
800/900 Phone Numbers	Distributors	Media

12. Publisher has the right to refuse copy determined inappropriate for this publication.

Advertising in the St. Louis Post-Dispatch and the Suburban Journals is sold in modular sizes.

Please see Rate Card for details.

PRODUCTION INFO

LINE SCREENS – Black and white and color ROP and classified print using an 85-line screen. If material has already been printed (and therefore previously screened), using it as original art will produce undesirable results.

Artwork to be scanned must not exceed 11" x 17".

TRANSPARENCIES – Transparencies are preferred over prints for full color work. However, prints are acceptable. Advertisers should submit transparencies, right reading, emulsion side down.

PHOTOS and ARTWORK – Continuous tone photographs or transparencies will offer the best reproduction. Veloxes, camera-ready artwork and reproduction proofs are acceptable. Previously printed material will "moire" (plaid pattern).

SCREENING – Screens of at least 60% are recommended for drop-outs (white on screened areas).

Screens of not more than 20% are recommended for overprints (black over screened area). Type printed over or dropped out of screened areas should be at least 12 point.

FAX – Artwork received over the fax is not of reproduction quality, especially logos or screened material. Retouching is usually required and must be received four hours prior to usual deadlines and is subject to normal art charges. Faxed material is not suitable for 85 line screen reproduction.

COLOR SEPARATIONS – The Post-Dispatch no longer accepts film. If necessary, arrangements prior to film submission must be made. Contact Mary Zweifel at 314-340-8702.

COLOR ADS – For spot and full color Classified/ROP copy, advertisers are advised to select colors from the ST. LOUIS POST-DISPATCH COLOR CHART.

Please note: The St. Louis Post-Dispatch only prints in process color. All spot color will be converted to the nearest equivalent. This will insure accurate color communication between advertisers and Post production departments. The final printed quality resulting from use of colors not on the color chart cannot be guaranteed by the St. Louis Post-Dispatch. Advertisers use non-chart colors at their own risk. Color charts are available through your advertising account executive.

For more information, please call for a copy of our EASE (Electronic Ad Service Exchange) booklet.

ELECTRONIC SUBMISSIONS OF ADS

There are 3 types of electronic ad copy that the Post-Dispatch can accept:

1. Digital Ready Copy - Complete ad, including fonts, high resolution graphics, assembled in a layout program such as QuarkXPress. Should be complete and can be entered into our pagination system with little or no adjustments.
2. Partial Layout - Partially completed ad which requires, for instance, a slide to be scanned and inserted into the layout.
3. Loose Scans - Digital files, scans or art to be inserted into a Post-Dispatch designed ad.

For complete or partial ad layouts, please adhere to these guides to help us maintain the highest level of quality possible.

1. Electronic Ad Copy Can Be Accepted In These Formats:
 - Adobe Acrobat PDF - This is the format of choice for ad submittal. A properly created PDF embeds required fonts and high resolution graphics into the file. PDF's cannot be altered once they are created, therefore, consultation and test files are mandatory before adopting this format. The Post-Dispatch accepts PDF X/1A files.
 - Adobe CS3
 - Adobe InDesign
 - Adobe Photoshop
 - Adobe Illustrator
2. Submit A Laser Proof With Your Digital Ready Copy - A hardcopy proof will give both the client and the Post-Dispatch an error catching device. The proof should also be annotated with any comments or instructions relevant to the ad.
3. Submit All Needed Fonts With Your Ad - Except for PDF files, all ads should be submitted with the printer and screen fonts required to reproduce the ad.
4. Submit All Required High Resolution Artwork - Programs such as Indesign require that linked art used be submitted with the ad. Art files should be saved as either TIFF or EPS files. All color artwork should be saved as CMYK and not RGB as we cannot guarantee the results of other color models.

Specifications for scanned artwork:

- a. The resolution should not be less than 200 dpi at final reproduction size for ROP.
- b. The first printing dot is 2% for ROP.
- c. Mid-tones will receive a 30% dot gain. Quarter tones will receive a 20-25% dot gain. All images will print considerably darker than they appear on-screen.

Color Settings (for Photoshop)

- a. Total ink density is 230% for ROP
- b. Separation type: GCR
- c. Black start point: 35%
- d. Maximum black: 95%
- e. Assigned or Assumed ICC profiles: ISO Newspaper - 26v4

5. Portable Media - We accept electronic ads and ad copy on these media types: CD-ROM's, DVD's.

Your copy can also be transferred electronically using e-mail (adlink@post-dispatch.com - 3MB limit), web delivery (http://adlink.stltoday.com - over 3MB) or AP's AdSend, AdTransit, AdDirect. Please call 314-340-8020 to make prior arrangements before submission of your files. This section is published in further detail. Please ask your account executive for our EASE booklet.

Where your customers look before they buy.