# Advertising Specifications

## Sponsorship Logo Requirements
Aisle Sign Sponsors, Food Court Sponsor, Badge Sponsor, Cyber Cafe Sponsor

**Minimum Requirements for Logos**
- 300 dpi resolution at a size of 8 x 10 inches (higher resolution will result in improved final product)

**Acceptable File Types (In order of preference)**
- EPS and AI
- TIF

**File types that cannot be used:**
- GIF files
- Microsoft Office software files such as Word (.doc) or PowerPoint (.ppt) file types
- Self-extracting files, such as EXE or SEA files

Please provide logo as CMYK or PMS. If submitting a "vector" type file, include all fonts
or convert fonts to outlines or paths.

**Please email your artwork to aetna@yrinc.com,** send via overnight delivery on CD-ROM or DVD
(with a hard-printed proof copy) to:

Aetna Dowst
The Cooperator
205 Lexington Ave., 12th Flr.
New York, NY 10016

or post on Yale Robbins' FTP site.

Contact our Production Dept. at 212-683-5700 ext. 345 for instructions

NOTE: Submitted materials will not be returned unless otherwise specified.

# Expo Program Guide Advertising Specifications

# Dimensions

**Full Page**
Live Area: 5"x7½"
Trim Size: 5½" x 8½"
No Bleed

**Half Page Horizontal**
Live Area: 5"x 3¾"
No Bleed

## All Ads are Black & White only. No Color.

Media
Ads may be submitted on CD-R, CD-RW, DVD-R or DVD-RW. Submitted media must be clearly labeled with
issue date, advertiser name, and contact name and telephone number. Ads may be submitted electronically via FTP
or Email. For instructions, please contact our Production Dept. at 212-683-5700, ext. 345.

Format
1) Hi-res PDF files made only through Acrobat Distiller 4.0 (PDF Version 1.3), no higher.
2) Native Quark files version 7.5 or lower.
3) Adobe Illustrator EPS files (version CS5 or lower).
3) Adobe InDesign files (version CS5 or lower).

Hi-res PDF distilled files must have:
• All fonts embedded.
• OPI Comments must be turned off.
• Resolution must be 300 dpi for all submitted images and files.
• All images have a max density of 260%.

Native Quark files must have:
• All supporting fonts included.
• Resolution: 300 dpi for all submitted images and files.
• All images must have a max density of 260%.

Adobe Illustrator files must have:
• Illustrator files should have all fonts converted to outline.
• Resolution: 300 dpi for all submitted images and files.
• All images must have a max density of 260%.

A proof should accompany each submitted ad and should be labeled with the publication, issue and
advertiser name.

NOTE: Submitted materials will not be returned unless otherwise specified.

# The New Jersey Cooperator Ad Specs

**Back page** ............................. $2,258

Dimensions:
10 1/8 W x 12 3/4 H (60p9 x 76p6)


**Full page** ............................. $2,058

Dimensions:
10 1/8 W x 12 3/4 H (60p9 x 76p6)


**Junior page** ........................... $1,575

Dimensions:
7 1/2 W x 9 1/2 H (45p3 x 57p)
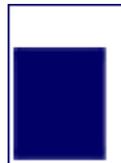

**Half Page** .............................. $1,307

Dimensions:
10 1/8 W x 6 1/4 H (60p9 x 37p6)
or
5 W x 12 3/4 H (29p9 x 76p6)
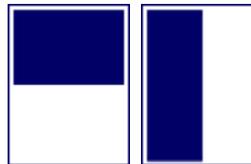

**Quarter Page** ........................ $688

Dimensions:
5 W x 6 1/4 H (29p9 x 37p6)
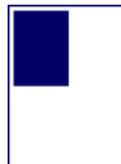

**Eighth Page** .......................... $389

Dimensions:
5 W x 3 H (29p9 x 18p)
or
2 3/8 W x 6 1/4 H (14p3 x 37p6)
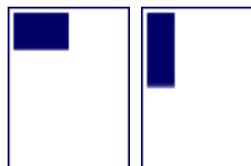

**Sixteenth Page** ..................... $315

Dimensions:
2 3/8 W x 3 H (14p3 x 18p)


**Color:**
A spot color is available for an additional $325 per full page, $225 for other sizes.
Four color (full color) is available for an additional $550 per full page, $450 for other sizes.


**Multiple insertion discounts:**
3x: 10%; 4x: 12%; 6x: 15%; 12x: 20%

# Mechanical Specifications

**Media**
Ads may be submitted on CD-R, CD-RW, DVD-R or DVD-RW. Submitted media must be clearly labeled with issue date, advertiser name, and contact name and telephone number. Ads may be submitted electronically via FTP. For instructions, please contact our Production Dept. at 212-683-5700, ext. 359.

**Format**
- Hi-res PDF files (made ONLY through Acrobat Distiller) PDF files must be made compatible with Acrobat 4.0 (PDF Version 1.3), no higher.
- Native Quark files version 6.5 or lower.
- Adobe Illustrator EPS files.

**Hi-re's PDF distilled files must have**
- All fonts embedded.
- The color mode (i.e. CMYK or Grayscale). Never RGB or LAB or embedded color profiles.
- All spot colors must be converted to CMYK unless running 2-color ads.
- OPI must never be included in the file.
- Resolution: 300 DPI for all submitted images and files.
- All images and files have a max density of 240%.

**Native Quark files must have**
- All supporting fonts.
- All illustrations and scans. The color mode (i.e. CMYK or Grayscale). Never RGB or LAB or embedded color profiles.
- All spot colors must be converted to CMYK unless running 2-color ads.
- Resolution: 300 DPI for all submitted images and files.
- All images and files have a max density of 240%.

**Adobe Illustrator files must have**
- Illustrator files should have all fonts converted to outline.
- The color mode (i.e. CMYK or Grayscale). Never RGB or LAB or embedded color profiles.
- All spot colors must be converted to CMYK unless running 2-color ads.
- Resolution: 300 DPI for all submitted images and files.
- All images and files have a max density of 240%.

*A proof should accompany each submitted ad and should be labeled with the publication, issue date and advertiser name*

## Payment and Contracts

A finance charge of 1.5% per month will be billed to all accounts over 30 days. Cancellations will not be accepted after the 20th of the month preceding publication. Cancellation contracts will be pro-rated for discounts due.

## Agency Commissions

A 15% commission will be allowed for ads submitted and paid for by a recognized agency. The New Jersey Cooperator will not pay commissions directly to agencies.