

NORTH BAY BUSINESS JOURNAL

PRINT PRODUCTION SPECS

NORTH BAY BUSINESS JOURNAL

NORTH
SAN FRANCISCO
BAY AREA:
SONOMA,
NAPA,
MARIN
AND
SOLANO
COUNTIES

427 Mendocino Avenue, Santa Rosa, CA 95401

Sales questions: **707-521-5270**

Production questions: **707-521-4253**

Production e-mail: sschreiner@busjrnl.com

Fax: **707-521-5269**

www.NorthBayBusinessJournal.com



NBBJ Modular Tabloid ad sizes

Full page	9.67" wide x 11.38" tall
3/4 page x 3 col.....	7.19" wide x 11.38" tall
3/4 page x 4 col.....	9.67" wide x 8.47" tall
1/2 page island.....	7.19" wide x 8.47" tall
1/2 page x 2 col.....	4.71" wide x 11.38" tall
1/2 page x 4 col.....	9.67" wide x 5.56" tall
3/8 page x 2 col.....	4.71" wide x 8.47" tall
3/8 page x 3 col.....	7.19" wide x 5.56" tall
1/4 page x 1 col.....	2.23" wide x 11.38" tall
1/4 page x 2 col.....	4.71" wide x 5.56" tall
1/4 page x 4 col.....	9.67" wide x 2.66" tall
3/16 page x 1 col.....	2.23" wide x 8.47" tall
3/16 page x 2 col.....	4.71" wide x 4.10" tall
3/16 page x 3 col.....	7.19" wide x 2.66" tall
1/8 page x 1 col.....	2.23" wide x 5.56" tall
1/8 page x 2 col.....	4.71" wide x 2.66" tall

Column widths

1 column.....	2.23"
2 columns	4.71"
3 columns	7.19"
4 columns	9.67"

Trim size

11" wide x 12.5" tall (*Bleeds not available*)

Double-trucks

8 columns wide	20.67" wide x 11.38" tall
Double Island.....	15.7" wide x 8.47" tall

Electronic ad requirements

- High resolution PDF is the preferred format
- B&W or color (*must be CMYK*)
- Deadline: Friday after space deadline (*see Editorial Calendar for specific deadlines*)
- Send files directly to [<sschreiner@busjrnl.com>](mailto:sschreiner@busjrnl.com)

Image requirements

- B&W or color (*must be CMYK*)
- TIFF, JPEG, PDF or EPS file formats
- Resolution of at least 300
- Printed on Web Offset with a 100 line screen
- Please allow for 20% dot gain

FULL PAGE	3/4 PAGE	1/2 PAGE ISLAND	1/2 PAGE
4 columns 9.67" w x 11.38" tall	3 columns 7.19" w x 11.38" tall 4 columns 9.67" w x 8.47" tall	3 columns 7.19" w x 8.47" tall	2 columns 4.71" w x 11.38" tall 4 columns 9.67" w x 5.56" tall
3/8 PAGE	1/4 PAGE	3/16 PAGE	1/8 PAGE
2 columns 4.71" w x 8.47" tall 3 columns 7.19" w x 5.56" tall	1 column 2.23" w x 11.38" tall 2 columns 4.71" w x 5.56" tall 4 columns 9.67" w x 2.66" tall	1 column 2.23" w x 8.47" tall 2 columns 4.71" w x 4.10" tall 3 columns 7.19" w x 2.66" tall	1 column 2.23" w x 5.56" tall 2 columns 4.71" w x 2.66" tall