



A New Look. A New Size. A Better Business Journal.

On March 1st, the North Bay Business Journal will convert to a new size favored by many Business Journals across the country.

Please remember this date when submitting advertising materials.

North Bay Business Journal
NORTH SAN FRANCISCO BAY AREA, SONOMA, NAPA, AND MARIN COUNTIES

427 Mendocino Avenue
Santa Rosa, CA 95401
phone 707-521-5270
sales fax 707-521-5269

Please send ads directly to
production e-mail:
sschreiner@busjrnl.com

New NBBJ Modular Tabloid ad sizes

- Full page 9.67" wide x 9.64" tall
- 3/4 page x 3 col 7.19" wide x 9.64" tall
- 3/4 page x 4 col 9.67" wide x 7.16" tall
- 1/2 page island..... 7.19" wide x 7.16" tall
- 1/2 page x 2 col 4.71" wide x 9.64" tall
- 1/2 page x 4 col 9.67" wide x 4.69" tall
- 3/8 page x 2 col 4.71" wide x 7.16" tall
- 3/8 page x 3 col 7.19" wide x 4.69" tall
- 1/4 page x 1 col 2.23" wide x 9.64" tall
- 1/4 page x 2 col 4.71" wide x 4.69" tall
- 1/4 page x 4 col 9.67" wide x 2.22" tall
- 3/16 page x 1 col ... 2.23" wide x 7.16" tall
- 3/16 page x 2 col ... 4.71" wide x 3.45" tall
- 3/16 page x 3 col ... 7.19" wide x 2.22" tall
- 1/8 page x 1 col 2.23" wide x 4.69" tall
- 1/8 page x 2 col 4.71" wide x 2.22" tall
- Double Truck..... 20.44" wide x 9.64" tall
(2 full pages x 8 col)

DEADLINE: The deadline for all ads is the Friday after the space deadline.

PDF FILES: Preferred format for fully-composed ads. Embed all fonts. Resolution of at least 300. Color ads must be CMYK.

PHOTOSHOP: Photos, logos, etc. are accepted as TIFF, JPEG, EPS or PDF files with a resolution of at least 300.

TRANSPORTING FILES TO US: Ads can be supplied on CD, USB Flash Drive or E-mailed to sschreiner@busjrnl.com

PRINTING SPECIFICATIONS: Web offset. 100-line screen. Bleed pages not available. Artwork that does not conform to specifications can be run, but advertiser assumes risk of loss of quality.

Full page	3/4 page x 3 col	3/4 page x 4 col	1/2 page Island	1/2 page x 2 col	1/2 page x 4 col	3/8 page x 2 col	3/8 page x 3 col
9.67" w x 9.64" tall	7.19" w x 9.64" tall	9.67" w x 7.16" tall	7.19" w x 7.16" tall	4.71" w x 9.64" tall	9.67" w x 4.69" tall	4.71" w x 7.16" tall	7.19" w x 4.69" tall
1/4 page x 1 col	1/4 page x 2 col	1/4 page x 4 col	3/16 page x 1 col	3/16 page x 2 col	3/16 page x 3 col	1/8 page x 1 col	1/8 page x 2 col
2.23" w x 9.64" tall	4.71" w x 4.69" tall	9.67" w x 2.22" tall	2.23" w x 7.16" tall	4.71" w x 3.45" tall	7.19" w x 2.22" tall	2.23" w x 4.69" tall	4.71" w x 2.22" tall