

# Mechanical Information

## AD SPACE SIZES AVAILABLE

Frequency is determined by the number of insertions used in any issues of *Crain's Cleveland Business* within 12 months from date of first insertion of contract period.

A spread is counted as two insertions. Multiple units of space in one issue are priced as individual unit rates and are counted as individual units towards frequency discounts.

**Size:** Full Page is 70 column inches (5 columns by 14 inches deep). Space is available in any number of columns or inches as desired, with limitations on depth as noted below except that any ad exceeding 11-1/2 inches in depth will be billed at full column depth of 14 inches. Minimum size ad is 4 column inches. Ads must be at least as many inches deep as columns wide.

## SPECIAL POSITIONS

Positions may be purchased as available and mechanically feasible. Contact your account executive for availability. Any premium charge is computed using black & white space rate as the base.

**Page Two:** 20%. Limited to contract advertisers in junior-page or 40" horizontal formats only.

**Back Cover:** 15%

**Center Spread, Opposite Editorial Page, Inside Back Cover, Other Positions:** 10%

**Minimum position charge:** \$150

**Note:** Ads in some specified positions must conform to special sizes. Positions available on ads of 10" or more.

## ISSUANCE & CLOSING DATES

Publisher may act on the written instructions of either the advertiser or agency as to any ad. No liability is assumed as to any instructions received after closing date. *Crain's Cleveland Business* is published weekly, issued Monday. Except during holiday weeks, the last advertising forms close Thursday, 11 days preceding date of publication. Material is due six (6) days prior to publication date unless otherwise specified.

## AGENCY COMMISSION

15% of gross billing allowed to recognized agencies on space, color and position, provided account is paid within 30 days of invoice date. Commission not allowed on other charges, such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges and non-display classified advertising.

## BLEED OR SPREAD ADS

**Bleed:** No charge

**Single Page Non-Bleed:** 10-1/4" x 14"

**Single Page Bleed:** 11-1/8" x 14-3/4"

**Spread, Gutter Bleed Only:** 21" x 14"

**Spread, Full Bleed:** 22-1/4" x 14-3/4"

On Bleed Ads, position live matter 1/2" from top, bottom and sides.

## MECHANICAL REQUIREMENTS

**Publication Size:** 10-7/8" x 14-1/2"

**Printing:** Heat-set web offset

**Paper Stock:** 36 lb. basis weight, matte-coated

**Binding:** Saddle-stitched

**Proofs to Advertisers:** Proofs of publication-set ROP advertisements will be sent to advertiser or agency for approval upon request, and will be deemed approved unless returned to the Publisher prior to closing date.

**Shipping Instructions:** Space and insertion orders, correspondence, etc., should be addressed to The Advertising Department; *Crain's Cleveland Business*; 700 West St. Clair Ave., Suite 310; Cleveland, OH 44113.

## PREPRESS SPECIFICATIONS

### Supplied Digital Advertisement

All advertising must be provided in a digital format. Required format for black & white or four-color digital advertisement is hi-res PDF file format with all fonts and images embedded. Additional formats may be acceptable. **Please contact production manager for availability: 216-771-5184.**

Embedded fonts and images must be a minimum of 266 ppi (pixels per inch).

### File Preparation

The following recommendations are offered as general industry guidelines for preparing files and proofs that will assist our printer in obtaining a good press match on their web offset press:

- Minimum of 120-line screen, do not exceed 133-line screen.
- Maximum density in any one area, all colors, should not exceed 300% with only one solid color.
- Reverse lettering in four-color advertisements should be spread with dominant color forming shape letters. Thin lines, serifs, small and medium-size lettering should be restricted to one color only.
- Preferred proofs are Kodak Approvals or Iris proofs prepared 5 - 7% heavier than the file to simulate press gain and ink coverage to our offset press.
- Recommended proofing stock is 60-lb. basis weight of (nominal) brightness.
- Color lasers or low-quality ink jet prints are not acceptable for color guidance.

Advertisements supplied to *Crain's Cleveland Business* without an acceptable color proof will be printed to SWOP standards. The printer and/or publisher will not be held liable for color complaints when files are submitted without an acceptable color proof. Material is due six (6) days prior to publication date unless otherwise specified.

### Alterations

Not accepted by *Crain's Cleveland Business*. New material must be supplied.

Please visit our web site at <http://digitaladcentral.crain.com/> for further instructions on how to prepare your digital advertisement and upload to Crain's Digital Ad Processing Center.

## INSERT REQUIREMENTS

Please contact production manager for information and specifications: 216-771-5184.

## TERMS & CONDITIONS

Please visit [www.CrainsCleveland.com/adterms](http://www.CrainsCleveland.com/adterms) for more information regarding rates, payment terms and protective clauses.