

Ladue News

Advertising Guidelines & General Information

Advertorial Ad 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. 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. The following ad types are not accepted: direct response (mail order), 800,900 phone numbers, P.O. Boxes, personal ads.
12. Use of others' likeness (image/photo) prohibited without written consent.
13. Use of minors' likeness (image/photo) prohibited without parent or legal guardian's written consent.
14. Publisher has the right to refuse copy determined inappropriate for this publication.

Ad Sizes

FULL PAGE.....	9.47 X 12.6	1/2 V.....	4.675 X 12.6
FULL PAGE (BLEED)11.375 X 14.5		3/10	4.675 X 9.41
W/25 BLEED 10.875 X 14 - TRIMMED		1/4 V	4.675 X 6.23
3/4 V.....	9.475 X 9.41	1/4 H	9.475 X 3.05
3/5 V.....	6.025 X 12.6	1/8 V	2.275 X 6.23
1/2 H.....	9.475 X 6.23	1/8 H.....	4.675 X 3.05

Preferred Ad Submission

Artwork should be submitted as PDF files with all graphics/artwork and fonts embedded.

{ Completed media can be uploaded to sales representative, or directly into our ad server at portal.stltoday.com }

It is always best to submit your final camera ready ad as a PDF or embedded EPS file.

Acceptable Ad Creation Applications are:

InDesign 5.5 • Provide a copy of fonts

> If working in a higher version of this program you must save it down to 5.5

• No truetype fonts • provide all supporting artwork

Photoshop CS5.1 or later • EPS, Jpegs and tiffs accepted

> If working in a higher version of this program you must save it down to 5.1

• Minimum resolution of 300 dpi • Fonts must be embedded

Illustrator CS5.1 or later • Link all artwork

> If working in a higher version of this program you must save it down to 5.1

• Flatten all shadows and transparencies

• Fonts must be outlined • Gradients must be CMYK

Acrobat 8 or later • Minimum resolution of 300 dpi

• Flatten all shadows and transparencies • Fonts must be embedded

Ads created in other publications like Publisher, Word and Excel are not acceptable.

If you are designing in these programs you must convert to a PDF before uploading.

Newsprint Graphics

- Color artwork must be CMYK at 300 dpi/150 linescreen
- Black and White artwork must be 150 dpi or larger
- Photos: allow for 20% dot gain
(White point no less than 2-3% • Black point no more than 90%)
- Low resolution images pulled off of a website are 72dpi and are not acceptable for print production.

Sending

- Email
- Upload to portal.stltoday.com

Etc.

- Submit all ad materials to your account executive
- Editorial-style ads must include 'paid advertisement' in 10 pt type
- Minimum 15% for screened grayscale backgrounds
- Minimum 25% for screened yellow backgrounds
- We cannot guarantee legibility of thin fonts
- Color text should be 14pts or larger

Advertising in the Ladue News is sold in modular sizes. Please see Rate Card for details.