[BHC] media solutions
LEE ENTERPRISES

TRI CITIES SOUTHWEST VIRGINIA REGION

Electronic Ad Submission

Our preferred format for electronic ad delivery is Adobe Acrobat PDF. Providing PDF files can minimize inadvertent error and help to ensure accuracy when the ad is printed. Using PDF also allows you to embed fonts and graphics within the file rather than sending them separately. All artwork within the PDF's created must be processed in CMYK. We are not responsible for images printed incorrectly due to RGB, Lab Color, or Index Color. We do know that things can change, however, so our graphic artists and typesetters will still be able to make simple last minute changes to PDF files if you so request. Copies of our preferred Acrobat Distiller settings (Mac or Windows) are available upon request. Although we prefer PDF, our intent is to serve you in the way you need us to; and we can and will accept ads in other software formats. A listing of those software applications and their specifications appears below and we can also make requested changes to files submitted in those formats. Whatever the format, we will only make changes to ads as instructed by the advertiser/agency. Should you request such changes, please understand that we will not be held responsible for errors in those corrections. Again, to ensure your ads' integrity, we will not make major changes in an ad when there is sufficient time for the advertiser/agency to make and resubmit them. Your sales representative will help you determine whether that is possible within the appropriate deadlines. If Adobe Acrobat is not available to you, this list of guidelines should help you prepare electronic ads using other software. **If you have questions, please contact Creative Services at 276-669-2181.**

EMAIL ADS & AD MATERIALS

Ads may be sent via email to **heraldcourier@mgads.com** Send the ad file(s) as an attachment to the e-mail. Please note there is a 20MB file limitation for attachments. Please note: Our email system blocks executable (.exe) attachments. This prohibits any self extracting compressed ads.

PROOFS Laser or inkjet proofs must accompany all ads submitted.

MEDIA
CD-ROM or CD-RW
Electronic files will be stored 90 days from the original run date. Please retain your originals!

SOFTWARE (Windows)
Adobe Acrobat Professional 7.0
Adobe Photoshop CS2, v. 9.0
Adobe Illustrator CS2, v. 12.0
InDesign CS5
Mac users please include program extension when naming file (ex: .tif, .eps, .indd etc...)

COLOR
All color will be rendered CMYK at the press. Therefore, all color scans/bitmaps must be converted to CMYK. Dot gain of 20- - 25%.

GRAPHICS
• All linked graphics must be included.
• Vector graphics must be saved in EPS format. Type MUST be converted to outlines.
• Scans/bitmap graphics must be in TIFF or **Photoshop EPS format at 200 dpi at 100%**

GRAYSCALE IMAGES
A good original grayscale image should have a range of tones from the highlight through the midtone to shadow. They should have bright, clean highlights, and be well focused for optimal reproduction. A high contrast original does not meet these guidelines. Unsharp Masking or other sharpening techniques should be used to improve the detail in the printed reproduction. The aimpoints for grayscale images are as follows:

Non-Detail Whites 2%
Highlight 4%
Midtones 35%
Shadow 85%

PRESS REQUIREMENTS
Dot gain 20 - 25%. Line screen 100
Not responsible for either content or reproduction of graphics that do not adhere to our specifications. Customers electing to submit their own ads should proofread carefully, as corrections may be limited.

MECHANICAL SPECIFICATIONS
Retail Column Widths
(Broadsheet 6 column width)
1 column = 1.55 inches
2 column = 3.22 inches
3 column = 4.88 inches
4 column = 6.55 inches
5 column = 8.22 inches
6 column = 9.87 inches
Full page 6 col. x 19.75 inches
Double Truck = 20.88 inches x 19.75 inches

Classified Column Widths
(Broadsheet 6 column width)
1 column = 1.55 inches
2 column = 3.22 inches
3 column = 4.88 inches
4 column = 6.55 inches
5 column = 8.22 inches
6 column = 9.88 inches
Full page 6 col. x 19.75 inches

Tabloid Column Widths
(Tab 6 column width)
1 column = 1.44 inches
2 column = 3.06 inches
3 column = 4.67 inches
4 column = 6.28 inches
5 column = 7.89 inches
6 column = 9.5 inches
Full page 6 col. x 9.75 inches

(Tab Modular Sizes)
EIGHTH PAGE
 4.66 Inches Wide x 2.25 Inches Tall
QUARTER PAGE
 4.66 Inches Wide x 4.75 Inches Tall
HALF PAGE VERTICAL
 4.66 Inches Wide x 9.75 Inches Tall
HALF PAGE HORIZONTAL
 9.5 Inches Wide x 4.75 Inches Tall
FULL PAGE
 9.5 Inches Wide x 9.75 Inches Tall

DISPLAY ADVERTISING DEADLINES

• BRISTOL HERALD COURIER
Monday... THURSDAY 4 PM
Tuesday.. FRIDAY 2 PM
Wednesday... MONDAY 2 PM
Thursday .... TUESDAY 2 PM
Friday .... WEDNESDAY NOON
Saturday .... THURSDAY 11 AM
Sunday Social .... WEDNESDAY 2 PM
Sunday...THURSDAY 2 PM

• Mountain Planner (Wednesday)....................... THURSDAY 11 AM

• WYTHEVILLE ENTERPRISE
Wednesday.. FRIDAY 1:30 PM
Saturday .... THURSDAY 11:30 AM

• SMYTH COUNTY NEWS & MESSENGER
Wednesday...FRIDAY 1:30 PM
Saturday .... THURSDAY 11:30 AM

• CLINCH VALLEY NEWS & .... FRIDAY 11:30 AM
  RICHLANDS PRESS

WASHINGTON COUNTY NEWS .... FRIDAY 1:30 PM

BLAND COUNTY MESSENGER .... FRIDAY 1:30 PM

THE FLOYD PRESS .... MONDAY 2:30 PM

HC BRISTOL HeraldCourier.com

COMMUNITY NEWSPAPERS *of Southwest Virginia*

Rev. 061520

BRISTOL HERALD COURIER • WYTHEVILLE ENTERPRISE • SMYTH COUNTY NEWS & MESSENGER
THE FLOYD PRESS • RICHLANDS NEWS-PRESS/CLINCH VALLEY NEWS • BLAND COUNTY MESSENGER
WASHINGTON COUNTY NEWS