

MECHANICAL REQUIREMENTS 2012

MECHANICAL REQUIREMENTS:

- All images must be high-quality, 300 dpi, and CMYK format (no RGB or Pantone). Images should be .eps, .tif, or high resolution .pdf files.
- When using black, make sure that it is 100% black and not a mixed black. For example, a mixed black would have C=10%, M=20%, Y=20%, K=90% when it should be C=0%, M=0%, Y=0%, K=100%.
- Use at least a .5-point rule for thin lines. Avoid using font sizes below 8 pt.
- When using reverse type, avoid type smaller than 10 pt. Avoid using "thin" or "light" versions of a font; use "medium" or "regular."
- All text must be sent with fonts outlined.
- Make sure your overprint is turned off.
- Do not use word processing programs, such as Microsoft Word, Publisher or WordPerfect to create ads.
- Ensure the ad is the correct dimensions. Please see sample ad page.
- Proofread for typographical or grammatical errors.
- Send all camera-ready ads as high resolution .pdf files. Include supporting fonts and images used in the ad. Camera-ready ads can be sent via email, cd, or through our FTP site. The FTP address is: <ftp://prepress.peoplenewspapers.com>.

DEADLINES:

Park Cities People, Preston Hollow People and Oak Cliff People are published every Friday.

- Space Reservation: Friday by 5 p.m., two weeks prior to publication date
 - Material Deadline: Monday by 4 p.m., 12 days prior to publication date
 - Camera Ready Ads: Wednesday by 5 p.m., one week prior to publication date
 - All ads must be approved Wednesday by 5 p.m., one week prior to publication date
- These are firm deadlines and late charges will be added for materials that arrive past deadline.

ADVERTISING ACCEPTANCE:

All advertisements are accepted and published by the Publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of its acceptance by the Publisher, the agency and/or advertiser will indemnify and save the Publisher from harm and against any loss or expense resulting from claims or suits based upon the contents or subject matter of those advertisements including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement. Publisher has the right to reject any advertising.

BILLING

Payment is made in advance until advertiser's credit is approved. Once approved, all account balances are due in full within 30 days of invoice date. Past due accounts are subject to collection proceedings. Any discrepancies or problems with advertisements and/or billing must be dealt with within 15 days from publication date.

DEFAULT ON PAYMENT

We reserve the right to cancel a contract at any time upon default by the advertiser or agency in payment of bills; all charges becoming immediately due and payable.

750 NORTH ST. PAUL STREET • SUITE 2100 • DALLAS, TX 75201 • PH: 214.739.2244 • FAX: 214.594.5779
WWW.PARKCITIESPEOPLE.COM • WWW.PRESTONHOLLOWPEOPLE.COM • WWW.OAKCLIFFPEOPLE.COM

STANDARDIZED ART CHARGES

ADS BUILT:

8-10"	\$25
11-20"	\$40
21-40"	\$60
41-60"	\$75
61-100"	\$90
101-126"	\$150

ADS IN SHELL*:

8-20"	\$15
21-60"	\$40
61-126"	\$75

*SHELL ADS INCLUDE:

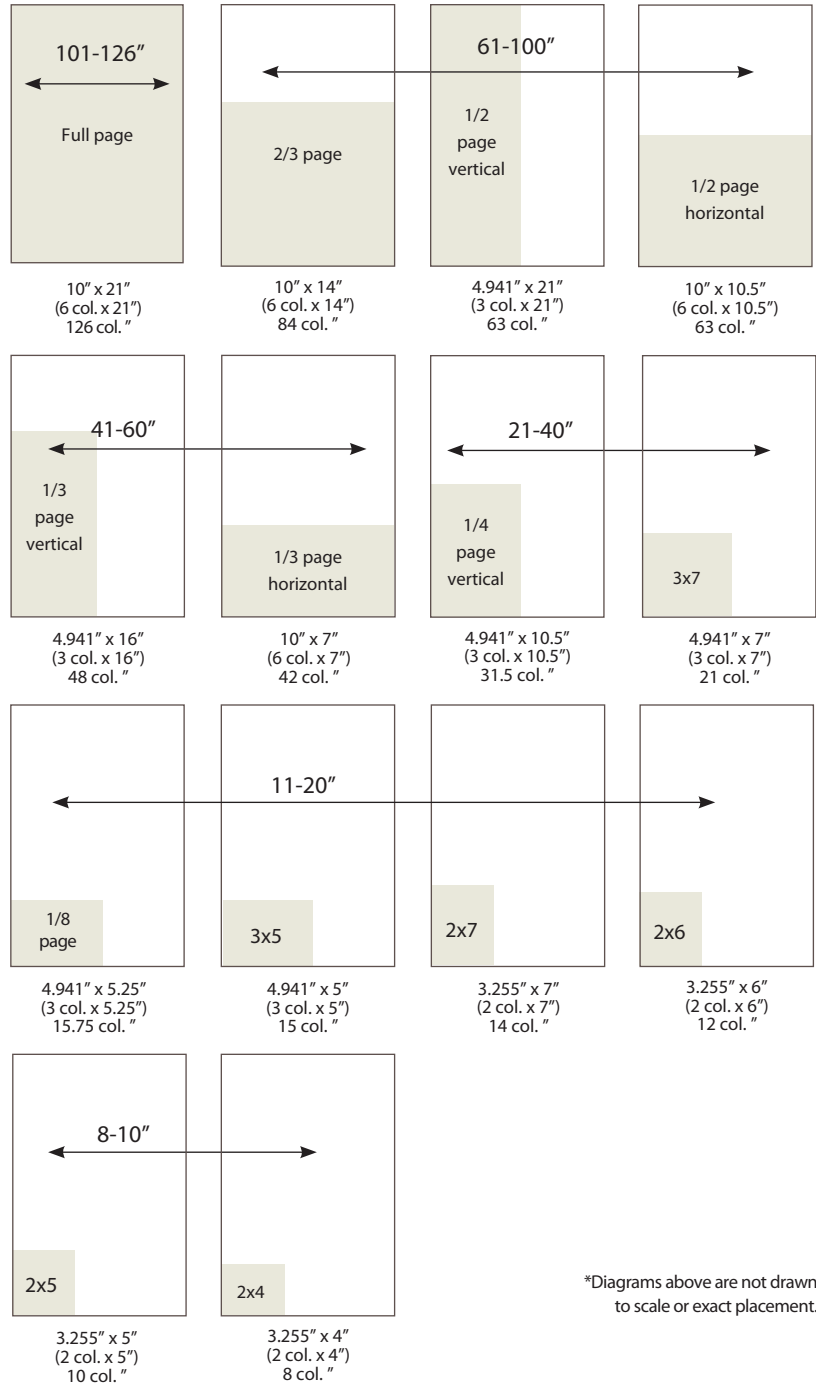
1. Ads that have shell in which photos/addresses, etc. need to be changed (i.e. real estate).
2. Built ads that require more than 15 minutes in changes.
3. Camera-ready ads that require more than 15 minutes in adjustments.

COLUMN SIZES

1 column*	1.569"
2 column	3.255"
3 column	4.941"
4 column	6.628"
5 column*	8.314"
6 column	10"

* 1 column and 5 column ads only available in classifieds

STANDARD ADVERTISING SIZES



*Diagrams above are not drawn to scale or exact placement.