All print ads must be provided in a digital format. For the best image quality in your printed ads, all digital materials must be compliant with the following specifications:

- Acrobat PDF (preferred) with embedded or outlined fonts, images converted to TIFF or EPS files with color files converted to CMYK or grayscale before PDF conversion.

- Adobe Photoshop and JPEG files must be at least 300 dpi and converted to CMYK or grayscale mode. All artwork submitted in RGB will be converted to CMYK or Grayscale, respectively. We will attempt to notify the agency or advertiser of potential problems with submitted artwork. The Pacific Coast Business Times will not be responsible for the dramatic color shifts that occur during CMYK or grayscale conversion.

- Spot colors must be converted to CMYK values, and PDFs created from Adobe Illustrator must be saved with a CMYK color mode and transparencies must be flattened. Please remember that news-print will print the color darker and will have 20-30% dot gain of ink.

- Raw files created in Adobe InDesign, Adobe Photoshop or Adobe Illustrator are only accepted with fonts and links included. We do not accept raw Quark files.

- Low-resolution logos and pictures pulled from websites are not accepted. Ads created in Microsoft Publisher, Word or other word-processing programs are not accepted.

- For assistance with advertising copy, layout, graphics and typesetting, please contact your advertising coordinator at the Pacific Coast Business Times.

- Ads submitted that do not meet the above listed specifications will be either returned to the advertiser to correct or will incur digital production charges of $75 per hour. Ads built by the production department allowed a maximum of three proofs. Any additional proof requests are subject to additional charges.

- Additional design services are available, including print and online ad design. Additional design services are billed on an hourly basis at $75 per hour.

Ads can be sent to your account executive or adart@pacbiztimes.com
Any questions may be directed to the Advertising Coordinator at 805-845-2697.
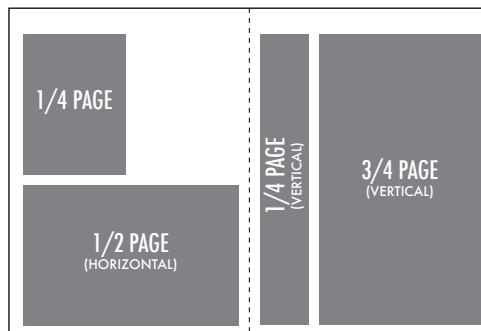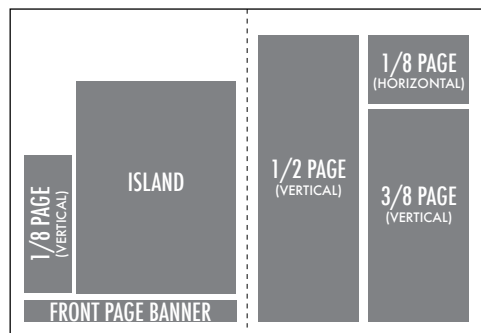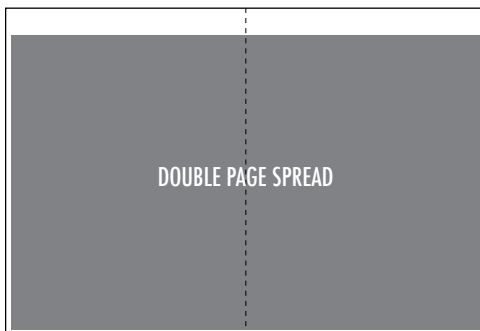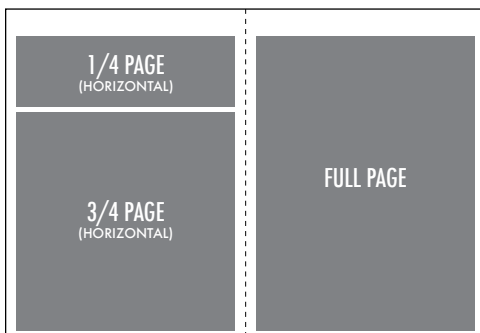
AD SPACE	SIZE (width x height)
Double Page Spread	21.5" x 13.5"
Full Page	10" x 13.5"
3/4 Page Horizontal	10" x 10"
3/4 Page Vertical	7.5" x 13.5"
1/2 Page Horizontal	10" x 6.5"
1/2 Page Vertical	4.75" x 13.5"
Island	7.5" x 10"
3/8 Page Vertical	4.75" x 10"
1/4 Page	4.75" x 6.5"
1/4 Page Horizontal	10" x 3.25"
1/4 Page Vertical	2.25" x 13.5"
1/8 Page Horizontal	4.75" x 3"
1/8 Page Vertical	2.25" x 6.5"
Front Page Banner	10" x 1"

Pacific Coast Business Times is built in InDesign on and printed on electrobrite paper with the highest possible recycled content.

ADVERTISING ON PACBIZTIMES.COM AND EMAIL NEWSLETTERS: Advertising on pacbiztimes.com and our email newsletters provide another opportunity to promote your business. Please be sure to review the digital advertising specifications, here:

Accepted media includes JPEG, GIF and PNG. • No Flash animation allowed. • Resolution must be 72 dpi, maximum file size is 75-100K, less than 50K is recommended. Ads will be linked to the web address provided by you or your agency. • Available to print advertisers only.

DIGITAL AD PLACEMENT	SIZE (width x height in pixels)	RATE
WEBSITE HOMEPAGE		
Top Banner, Fixed (Displayed throughout the entire website)	1150 x 125	3/8 page pricing
Side Box - Small	350 x 250	1/8 page pricing
Side Box - Large	350 x 600	1/4 page pricing
WEBSITE FOCUS SECTION		
"Sponsored by" Banner	750 x 90	1/2 page pricing
EMAIL NEWSLETTERS		
"Sponsored by" Top Ad	600 x 290	3/8 page pricing
Side Box	300 x 250	1/4 page pricing