

2016

AD DEADLINES

SPECS AND

GUIDELINES

THE PRESS DEMOCRAT,
PETALUMA ARGUS-COURIER AND
SONOMA INDEX TRIBUNE



AD DEADLINES, SPECS AND GUIDELINES

The Press Democrat – Deadlines

RUN DAY	INSERTION ORDER DEADLINE	COPY DEADLINE	CAMERA READY DEADLINE
Monday	Wednesday	Thursday	Friday – noon
Tuesday	Thursday	Friday	Monday – noon
Wednesday	Friday	Monday	Tuesday – noon
Thursday	Monday	Tuesday	Wednesday – noon
Friday	Tuesday	Wednesday	Thursday – noon
Saturday	Wednesday	Thursday	Friday – noon
Sunday	Wednesday	Thursday	Friday – noon

(Please note re Holidays; deadlines are one business day prior to listed times)

Petaluma Argus-Courier – Deadlines

RUN DAY	INSERTION ORDER DEADLINE	COPY DEADLINE	CAMERA READY DEADLINE
Thursday	Thursday - 1 week prior	Friday	Tuesday – noon

Sonoma Index-Tribune – Deadlines

RUN DAY	INSERTION ORDER DEADLINE	COPY DEADLINE	CAMERA READY DEADLINE
Tuesday	Thursday	Thursday	Thursday – end of day
Friday	Tuesday	Tuesday	Tuesday – end of day

The Press Democrat, Argus Courier and Sonoma Index Tribune: Column Widths

COLUMNS	INCHES	COLUMNS	INCHES
1	1.556"	4	6.556"
2	3.222"	5	8.222"
3	4.889"	6	9.889"

Full Page Double Truck

12 columns (19.778") + gutter (1.222") = 21" total width, 21" full page depth (20.75" for ads) .25" for folio

Sonoma County This Week (TMC) – Deadlines

RUN DAY	INSERTION ORDER DEADLINE	COPY DEADLINE	CAMERA READY DEADLINE
Tuesday	Monday - 1 week prior	Tuesday prior	Thursday – noon

Sonoma County This Week (TMC): Column Widths

COLUMNS	INCHES	COLUMNS	INCHES
2	3.222"	6	9.889"
3	4.889"	12	20.67"
		Height of 1 page 9.639"	

Print Specs

IMAGES

- B&W or Color (must be CMYK)
- Please supply; TIFF, JPEG or EPS file formats
- We use 100 line screen
- Image resolution should be double that (at 200 dpi) for grayscale/CMYK files running at 100%
- 600 dpi or 1200 dpi for line art depending on the quality of the original. Newsprint dot gain is 30%, please tone accordingly
- Photos will not be color-corrected unless requested
- Please note that RGB color photos will print B&W
- Our preferred format to receive ads is PDF (others are accepted though)
- Please embed both screen and printer fonts with your files

Preprints

SPECIFICATIONS

- Minimum size 5"x7" (7" on the folded edge)
- Maximum size 11"x 11"
- All single sheets over 11"x13" must be folded
- Single sheets must be printed on high-bulk heavy stock paper
- Minimum thickness .005"
- Preferred thickness .007"
- Under spec will result in additional folding charges or risk of not being inserted
- No partial zone distribution

AD DEADLINES, SPECS AND GUIDELINES

The Press Democrat Preprint Insertion Days

Wednesday • Thursday
Friday • Sunday

Sonoma Index Tribune Preprint Insertion Days

Tuesday • Friday

Petaluma Argus-Courier Preprint Insertion Days

Friday

Sonoma County This Week (TMC) Preprint Insertion Days

Tuesday

Delivery Deadline – all products

10 Business days prior

Delivery of Preprints – all products

The Press Democrat – North Dock
5505 Redwood Drive, Rohnert Park,
CA 94928

RECEIVING HOURS:
Monday – Thursday
8:00am – 4:00pm
Friday 8:00am – 3:00pm
Delivery directions: (707) 521-5369

Digital Specs

Pressdemocrat.com, Petaluma360.com
and Sonomanews.com and
Retargeting/Reach Extension

LEADERBOARD AD

- 728x90 pixels high
- .swf, .png, .gif or .jpg file format
- 40 kb max file size

HALF PAGE BANNER AD

- 300x600 pixels high
- .swf, .png, .gif or .jpg file format
- 40 kb max file size

MEDIUM RECTANGLE AD

- 300x250 pixels high
- .swf, .png, .gif or .jpg file format
- 40 kb max file size

MOBILE WEB BANNER AD

- 320x50 pixels high
- 300x250 pixels high
- .png, .gif or .jpg file format
- 16 kb max file size

TARGETED DIRECT EMAIL

- Built in-house; "email form fillin.docx"

High Impact Rich Media Formats and Specs

ALL ADS CAN HAVE VIDEO; 24 FPS; MUTE SOUND, USER INITIATED

SLIDING BILLBOARD

- Size (expanded) 970x250 pixels at a maximum file size of 90K
- Leave Behind Size 970x66 pixels at a maximum file size of 60K
- Animation is limited to one viewing per unique visitor for each 24 hour period. 8-10 seconds, must contain a close button

EXPANDABLE LEADERBOARD AD

- Size (expanded) 728x180 pixels at a maximum file size of 60K
- Leave Behind Size 728 x90 pixels high
- .swf, .png, gif or .jpg file format; HTML5

EXPANDABLE MEDIUM RECTANGLE AD

- Size (expanded) 600x250 pixels at a maximum file size of 60K
- Leave Behind Size 300x250 pixels high
- .swf, .png, gif or .jpg file format; HTML5

DESKTOP HOME PAGE INTERSTITIAL AD

- Size 400x600 pixels at a maximum file size of 100K
- Leave Behind Size 970x66 pixels high file size of 60K
- User-Initiated on click only; Auto-play Video; Must include: Pause, Play/Stop, Mute

MOBILE HOME PAGE INTERSTITIAL AD

- Size 400x600 pixels at a maximum file size of 100K
- Leave Behind Size 320x50 pixels high file size of 40K
- User-Initiated on click only; Auto-play Video; Must include: Pause, Play/Stop, Mute

Digital Ad Deadlines:

Start Day	Creative Work Order Ad Material Uploaded	Proof Out	Proof Back	Sales Rep Approved Sent to AdOps
Monday	MON 6:00 PM	TUES 6:00 PM	WED 6:00 PM	THUR 6:00 PM
Tuesday	TUES 6:00 PM	WED 6:00 PM	THUR 6:00 PM	FRI 6:00 PM
Wednesday	WED 6:00 PM	THUR 6:00 PM	FRI 6:00 PM	MON 6:00 PM
Thursday	THUR 6:00 PM	FRI 6:00 PM	MON 6:00 PM	TUES 6:00 PM
Friday	FRI 6:00 PM	MON 6:00 PM	TUES 6:00 PM	WED 6:00 PM
Saturday	MON 6:00 PM	TUES 6:00 PM	WED 6:00 PM	THUR 6:00 PM
Sunday	MON 6:00 PM	TUES 6:00 PM	WED 6:00 PM	THUR 6:00 PM

Deadlines (in business days):

14 days for custom Rich Media executions (tags must be received for QA testing),
e.g. Wraps, SBB, Overlay, Intersitial, Rising Stars
14 days for standard in-house RM ad creation (2 days for completion)
2 days for standard display
1 day for inventory reservation

The Press Democrat

PETALUMA
ARGUS & COURIER The Sonoma Index-Tribune ^{North Bay} Business Journal sonoma
magazine

Owned locally by Sonoma Media Investments, LLC

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