

the DOWNTOWN BUSINESS NEWS

2010 Ad Specifications and Deadlines

Specs for advertising in the *Downtown Business News* are: Full page, 10.375" width x 13" height; Half page vertical, 5.09" width x 13" height; Half page horizontal, 10.375" width x 6.375" height; Quarter page, 5.09" width x 6.375" height; One eighth page, 5.09" width x 3.1" height. We are a Macintosh-created publication and need to receive ads in High Resolution Press Quality PDF files with all graphics and fonts embedded. Color must be CMYK; RGB files will print as black and white. Please be advised that lasers or veloxes will be scanned and will suffer sufficiently in quality. We reserve the right to refuse ads for copy, graphics or content.

Following are dates and deadlines for publication of the *Downtown Business News* for the 2010 calendar year. Most issues are on the streets for two weeks; however, there are 4 issues each year, which cover a three-week period of time, as we publish twice monthly (24 times a year), not every two weeks (26 times a year). Deadlines for space reservation fall on the date of the previous issue. In other words, the deadline for the January 18 issue is January 4; deadline for December 13 is November 29, etc.

Jan 4-18	Jul 5-19
Jan 18-Feb 1	Jul 19-Aug 2
Feb 1-15	Aug 2-16
Feb 15-Mar 1	Aug 16-30
Mar 1-15	Aug 30-Sep 13
Mar 15-Apr 5 (3-week issue)	Sep 13-Oct 4 (3-week issue)
Apr 5-19	Oct 4-18
Apr 19-May 3	Oct 18-Nov 1
May 3-17	Nov 1-15
May 17-31	Nov 15-29
May 31-Jun 14	Nov 29-Dec 13
Jun 14-Jul 5 (3-week issue)	Dec 13-Jan 3, 2011 (3-week issue)

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