

MECHANICALS

Newspapers — Weekly and monthly

Number of columns	Width in inches	Width in Picas
1	1 5/16	8
2	2 13/16	17
3	4 5/16	26
4	5 13/16	35
5	7 5/16	44
6	8 13/16	53
7	10 5/16	62
15 (Double Truck)	21 1/2	129
Page depth	16	

Format applicable to: Herald; Bulverde Community News; Southside Reporter; North San Antonio Times; Hill Country View; Leon Springs Times; Shavano Park Times; Leon Valley Recorder and all other upcoming community monthlies.

Newspapers — Classified

Number of columns	Width in inches	Width in Picas
1	1.135	6p9
2	2.437	14p7
3	3.74	22p5
4	5.042	30p3
5	6.344	38p7
6	7.646	45p1
7	8.948	53p8
8	10.25	61p6
Page depth	16	

This format is applicable to all classified advertising including the Bargain Book.

Magazines

	SA Kids JISD Community Journal	!Qué Pasa San Antonio
Full Page	10.5" x 12.5"	7 3/8" x 10"
3/4 page	7.875 x 12.5"	N/A
2/3 Vertical	N/A	4 13/16" x 10"
2/3 Horizontal	N/A	7 3/8" x 6 5/8"
1/2 Horizontal	10.5" x 6.25"	7 3/8 x 5"
1/2 Vertical	5.25" x 12.5"	3 11/16" x 10"
1/2 page Island	7.875" x 8.75"	N/A
Junior Page	N/A	4 13/16" x 6 5/8"
1/3 Horizontal	7.875" x 5.75"	4 13/16" x 5"
1/3 Vertical	N/A	2 1/4" x 10"
1/4 Square	5.25" x 6.25"	7 3/8" x 2 1/4"
1/4 Vertical	2.625" x 12.5"	N/A
1/6 Vertical	N/A	2 1/4" x 5"
1/6 Mini Dining pages	N/A	2" x 4"
1/6 Horizontal	N/A	4 13/16" x 2 1/4"
1/8 Horizontal	5.25" x 3.125"	N/A
1/8 Vertical	2.625" x 6.25"	N/A
1/12 Square	N/A	2 1/4" x 2 1/4"
1/16 page	2.625" x 3.125"	N/A
Double Truck	21 "x 12.5"	15 9/8" x 10"
Full Page - Bleed:	11.25" x 13.25"	8 5/8" x 11 1/8"
Double Truck - Bleed:		17 1/4" x 11 1/8"

Bleed margins - Que Pasa only

1/4" from all bleed edges.

DEADLINES

Deadline for space reservation and ad copy is Monday at 2 p.m. prior to publication for all weekly newspapers, except Fort Sam Houston News Leader, Randolph AFB Wingspread and Brooks Discovery.

Deadline for space reservation and ad copy for Fort Sam Houston News Leader, Brooks City Base Discovery and Randolph AFB Wingspread is Friday 2 p.m. prior to publication.

All ads transferred to us by e-mail and /or FTP must be received by Monday 2 p.m. prior to publication. Please e-mail your account representative and carbon-copy production@primetimenewspapers.com

We also offer our advertisers the possibility to transfer ads electronically via E-mail. As for ads provided on disk, we favor documents built with Quark Xpress 3.3 and above for Macintosh platforms. All documents and support images and fonts must be included with the transfer. We will as well accept ads PDF, EPS, TIF or JPEG format.

However, we will not accept ads formatted in Microsoft Word, Excel, PowerPoint or Publisher. We require that all transferred files be compressed to the smallest size possible.

Tone Density

The total sum of screen percentages in the densest shadow area or 4-color should not exceed 286%. Screen angles for 4-color Web Offset should be black/45 degrees, magenta/75 degrees, cyan/105 degrees, yellow/90 degrees.

Proofing

Publisher will accept two sets of any of the following proofs: Progressive proofs and top sheets; match prints; Cromalins and/or AGFA proofs. All proofs must bear Standard GATF Offset color bars along the full width of the reproduction and be proofed to SWOP standards.

Progressive Proofs

Non-sharpening plates should be used for proofing. Proofs should be supplied on production-run paper. Proofs should be pulled top to bottom in the sequence of black, cyan, magenta, yellow; wet, on four-color proofing equipment. Ink densities must be controlled within +/- .07 of SWOP industry standard reference swatch.

Match Prints, Cromalin and AGFA Prints

Proofs should be supplied with color bars or exposure scale and be made from the same film provided to publisher.