

Valley Business FRONT Advertising Deadlines



The schedule for standard advertising insertions for monthly publications is as follows:

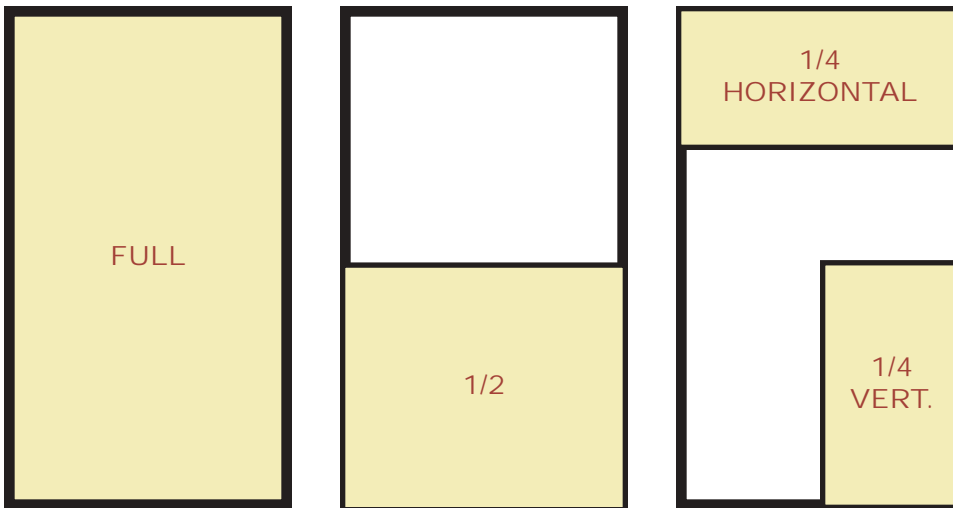
EFFECTIVE: August 2008

PUBLICATION	AD SPACE DEADLINE	MATERIAL DEADLINE*	PUBLICATION	AD SPACE DEADLINE	MATERIAL DEADLINE*
October 2008	Sept 15	Sept 15	April 2009	March 1	March 7
November 2008	October 1	October 7	May 2009	April 1	April 7
December 2008	November 1	November 7	June 2009	May 1	May 7
January 2009	December 1	December 7	July 2009	June 1	June 7
February 2009	January 1	January 7	August 2009	July 1	July 7
March 2009	February 1	February 7	September 2009	August 1	August 7

* IMPORTANT: For house-created ads and when design services are required, Material Deadline is the SAME as Ad Space Deadline. See Advertising Policies for publisher's provisions when deadlines are not met.

Valley Business FRONT Advertising Specifications

Valley Business FRONT offers three sizes for standard display advertising: 1/4; 1/2; and FULL. The 1/4 size only is available in two orientations: horizontal; vertical. The size for display ads are as follows:



SIZE	WIDTH x HEIGHT (or DEPTH) in INCHES
FULL	6 x 10.5 (6 x 10 1/2)
1/2	6 x 5.25 (6 x 5 1/4)
1/4 Horizontal	6 x 2.625 (6 x 2 5/8)
1/4 Vertical	2.625 x 5.25 (2 5/8 x 5 1/4)

IMPORTANT: Partial page ads may place on top, middle, bottom, left, or right of page; and all ads may run on left or right pages.

Due to mass production, finished publication WILL trim down, so ads can BLEED off respective sides (i.e. all sides for FULL page ads; bottom and outside edge of 1/2 page ads; etc.). Text or significant image should not be placed within 0.1875" (3/16 inches) of any outside edge of ad (1/4 inches minimum recommended). Publisher reserves the right to reposition ads, enlarge, reduce, or "float" to fit page for final production at publisher's discretion. Exact matching ad sizes from specifications to final product are not guaranteed.

NOTE: Due to mailing label, BACK PAGE is 6 x 7.875
(6 x 7 7/8)

Valley Business FRONT Advertising Material Specifications



The following information is provided as a general guideline for advertising material to be published in Valley Business FRONT:

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Advertising Material Supplied By Client / Agent

At this time, all advertising must be submitted in Adobe PDF format—or—suitable material for scanning. Publisher does not accept native design, layout, photographic, illustration software applications. The chart below provides technical tips to assist pre-press production using the most popular programs:

<p>Adobe InDesign</p> <ul style="list-style-type: none"> • Transparencies can cause problems wherein a box surrounds the images. Flatten or remove all transparencies on images or text—or—save with Acrobat 4 compatibility. • For best results print file as .pdf as opposed to exporting or “saving as.” • Convert all text to outlines. • All black text is in grayscale mode using only 100% black. 	<p>Adobe Illustrator</p> <ul style="list-style-type: none"> • For best results print file as .pdf as opposed to exporting or “saving as.” • Convert all text to outlines. • All black text is in grayscale mode using only 100% black. <p>Adobe PhotoShop</p> <ul style="list-style-type: none"> • Flatten all image layers except text layers before saving as pdf. • Do not rasterize layers with text. 	<ul style="list-style-type: none"> • Ensure all blacks are 100% K. • If submitting a grayscale ad, ensure it is in grayscale mode. <p>Quark XPress</p> <ul style="list-style-type: none"> • Default black in Quark is a four color mix. Create a new “black” with only 100% K (and 0% of other colors) for text or graphics where you want solid black. • For best results print file as .pdf as opposed to exporting or “saving as.”
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NOTE: Microsoft applications (including Publisher) printed, exported, or saved in PDF format often experience problems in the conversion process to pre-press production. Material created partially or in full in Microsoft or other unapproved applications are not recommended.

IMPORTANT: Software specifications above are supplied as general guidelines only. Design and material submissions should ALWAYS be checked against proof. Changes can occur between digital file and pre-press; from obvious to the most subtle differences (i.e. one letter dropping out, hidden layers, etc.). Publisher will extend every effort to ensure quality control, but PDF formatting and translations are imperfect. Digital proofs and visuals appearing on screen or output to other printing devices are not fully replicated on the publication press; this is particularly true for color matching, saturation, balance, hues, tones, etc. See Advertising Policies for further information.

Advertising Material To Be Created By Publisher / Agent

All material required for conceptual and actual design of advertising to be published in any issue of Valley Business FRONT must be submitted in full to Publisher by the Ad Space Deadline indicated on the effective Advertising Deadlines schedule. This includes, but may not be limited to: copy (text, verbiage, outline, etc.); photography, illustration or artwork meeting specifications; logos; any required copyrights or releases; and all necessary contact information for timely proofing and approvals. Publisher may provide ad design in PDF format, created from any source, software application, or program. All concepts, designs, unapproved and approved advertising or materials are the property of Valley Business FRONT, LLC; and may not be used by Client / Agent for any other purpose without written permission from the Publisher. In the event such material is provided, released, or surrendered to Client / Agent by Publisher / Agent, a fee may apply. All production, proofs, and advertising specifications and policies as outlined above and in the Advertising Agreement and Advertising Policies apply to advertising material created by Publisher / Agent.

Valley Business FRONT design services are \$75 per hour. Materials and outside services are AT COST + 15%.

SEND ALL AD MATERIAL TO:

Valley Business FRONT / PO BOX 1041 / SALEM, VA 24153 / tfield@berryfield.com