

Specifications

Tabloid.

30 lb. newsprint.

Preferred material: We use Quark X-Press 5.0 on Macintosh Computers making our preferred file formats **Quark for Macintosh** or **PDF** files. PDF files, zip disks and CD's accepted will be output from a 600 dpi laser printer for reproduction.

E-mail & digital camera ready ads: **PDF files** are "self contained" files and do not require additional files (photos, logos, etc.) to be sent with them. You need the Adobe Acrobat program to PDF files. **Quark files** require additional "support" files (photos, logos, etc.) You would use the "**Collect for Output**" command to save all the necessary files together, so they can be transported to us. This does not collect the fonts. The **fonts must be saved manually** and included with your other files. All related files should be saved together in one folder that can be compressed and sent to us as one attachment, or the individual elements can be sent as separate attachments of one e-mail message.

E-mail all files to:
production@libn.com

Please include as much information as possible about the ad in your e-mail message: name of Account Executive, publication date and your contact information (name and phone number) in case there is a problem.

Keep your e-mail messages (plus attachments) to a maximum of 1 Megabyte.

Solids: 80% Maximum density.

Fine Type: Fine lines and serif type are not recommended to be printed in reverse.

Spot Color: Not to exceed 25% of total ad area when color butts up to black area, color must overlap black (spread).

Deadlines

Main News:

Reservations & Copy: Friday 5 p.m.
Digital PDF Files: Monday Noon

Focus or Special Sections:

Reservations & Copy: Wed. 5 p.m.
(1 week prior to issue date)
Digital PDF Files: Thurs. 5 p.m.
(1 week prior to issue date)

Copy Regulation

All advertisements are accepted and published by the publisher entirely on the representation that the agency and/or the advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that in consideration of the publication of advertisements the advertiser and/or the agency will indemnify and save the publisher harmless from and against any claims or suit for libel, violation or right of privacy, plagiarism, copyright or trademark infringement and any other claims or suits based on the contents or subject matter of such publication. The right is reserved to reject any advertising considered objectionable as to wording or appearance, or not in harmony with the best interest of our readers.

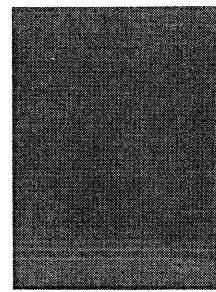
Production Charges

No production charges will be made for PDF files prepared to exact scheduled size.

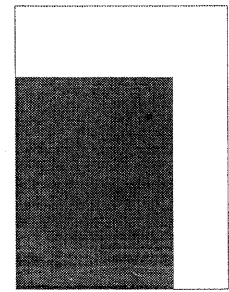
Ads requiring art department preparation will be billed for production services at a \$35 hourly charge.

Layout and Design	\$65 hourly
Scans (B/W)	\$15
Scans (Color)	\$25

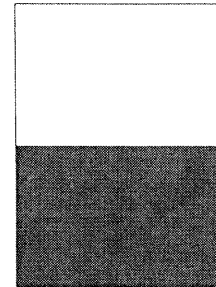
For classified, restaurant, automotive and special publication advertising see special rate card.



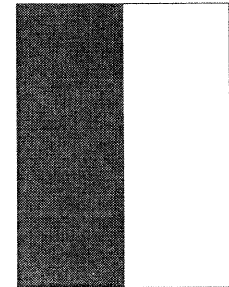
Full Page
10 1/4" x 13 3/4"



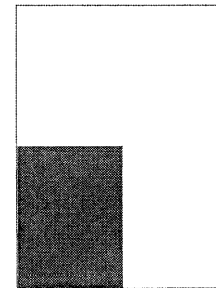
Island (Junior)
7 5/8" x 10 1/4"



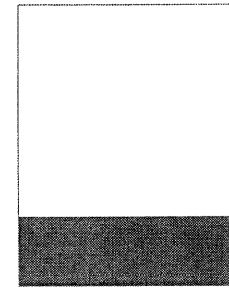
1/2 Horizontal
10 1/4" x 6 7/8"



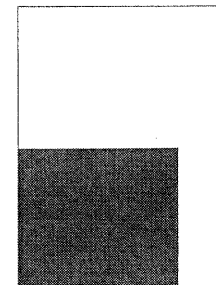
1/2 Vertical
5" x 13 3/4"



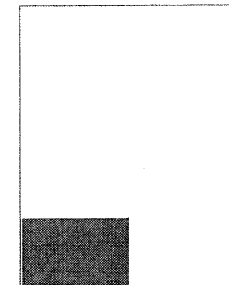
1/4 Vertical
5" x 6 7/8"



1/4 Horizontal
10 1/4" x 3 3/8"



1/3 Square
7 5/8" x 6 7/8"



1/8 Horizontal
5" x 3 3/8"

Long Island
BusinessNEWS