## PAGE SPECIFICATIONS

Number of Columns: 5 Image Area: 10 5/16"(wide) X 13"(deep) Trim Size: 11 3/8" X 14 1/2"; Tabloid, No Bleeds Printing Process: Offset Full Run Binding Method: Fold

# MECHANICAL SPECIFICATIONS

#### Submitting ads via electronic files

All ads submitted electronically must be accompanied by the following:

- 1. Laser proof of each ad output to appropriate line screen; separations for color ads.
- 2. Ads must be created in applications currently supported by our Production Department.
- 3. All fonts (suitcase and screen fonts) and all linked graphic files must be included on disks.
- 4. Images used in files must be scanned at a minimum of 300 dpi.

### Currently supported removable media

CD-ROM Flash Drives Jump Drives

#### Supported applications

Mac platform only: InDesign CC, Illustrator CC, Photoshop CC, Adobe Acrobat (PDF format). (Any applications not listed are not supported by our Production Department)

#### Submitting ads via email

We can receive ads directly from the client to our email address. The files can be saved in several different formats: **TIF, EPS, PDF**. Please email the ad to your advertising representative. If you experience any problems emailing your files, please call 314.535.9660, ask for the Production Department.

#### Submitting ads to FTP site

ftp://dropoff.labortribune.com username: ltftp password: @lt!!!

### ADVERTISING DEADLINES

Space - 10am, Wednesday, one week prior to publication date Camera-ready ads - 10am, Monday prior to publication date Electronic ads - 10am, Monday prior to publication date Copy to be set - 10am, Thursday, one week prior to publication date

St. Louis/Southern Illinois

Labor Tribune

HALF PAGE HALF PAGE VERTICAL SQUARE 6 1/8" x 11" 8 1/4" x 8" 2x8 1x8 3x5.5 2x4 1/8 PAGE 1/4 PAGE 6 1/8" x 5 1/2" 4" x 4" 4" x 8" 1 15/16" x 8" **COLUMN WIDTHS** 1 Column: 1 15/16" wide 2 Column: 4" wide 3 Column: 6 1/8" wide 4 Column: 8 1/4" wide 5 Column: 10 5/16" wide

FULL PAGE

10 5/16" x 13"

3x11

These rates are for the regular business of the advertiser only, and cannot be used in whole or in part by any other firm. Publisher reserves the right to revise or reject any advertisement offered which may be objectionable either in its text or illustration or whenever the advertisement may appear to be fraudulent, misleading or otherwise objectionable; or to omit or reduce the size of advertisements when mechanical limitations, labor or material shortages make it necessary. It is agreed that there shall be no liability on the part of the publisher in the event of failure to publish an advertisement for any reason. In the event that errors occur in the publishing of an advertisement, liability of the publisher shall be limited to the charge made to the advertiser by publisher. Claims concerning incorrect insertions will not be considered unless made within 30 days from the date of publication. Instructions regarding changes in, or the cancellation of, advertisements must be in writing; any other notifications of changes made at advertiser's risk.

ll*CA* 

12/2014

5x6.5

HALF PAGE

HORIZONTAL

10 5/16" x 6 1/2"

4x8

THE OFFICIAL WEEKLY AFL-CIO NEWSPAPER SINCE 1937

Circulation verified by USPS 505 South Ewing Avenue • St. Louis, MO 63103 Phone: (314) 535-9660 • Fax: (314) 531-6131 www.labortribune.com Email: sales@labortribune.com