

Ads may be submitted on CD/DVD or emailed to:

advertising@voice-tribune.com

PRODUCTION REQUIREMENTS

- All materials should be created in a page layout program; Adobe InDesign CS is the optimum industry standard. Please refrain from submitting materials created in Photoshop or Publisher.
- Ads should be converted to a PDF file.
- All fonts and supporting materials should be embedded, no true type fonts.
- High-resolution format; 200 dpi.
- Color ads must be CMYK format.
- All black text in single channel black – 100% black.
- Black and white ads should be 100% black.
- We recommend that you copy email submissions to your sales rep for consistent and accurate delivery of the ad you wish to run.

DEADLINES

In-House Custom
Designs/Modifications: Friday by 2 p.m.
Camera Ready PDF's: Monday by 5 p.m.
Cancellations: Monday by noon

PRE-PRINTED ADVERTISING SECTIONS

The publisher will accept pre-printed advertising that does not place the newspaper in violation of the second-class postal regulations. Contact your representative for cost and deadline information.

QUALITY STANDARDS

The Voice-Tribune staff makes every effort to ensure the accuracy and quality of the materials we receive. Reproduction standards for newspaper publishing are strictly maintained within the parameters of the print requirements. In our experience, and the performance record of almost any business, good review of final material and adherence to requirements is the best strategy for achieving quality results. If you need any help in creating your ad or have questions in regard to ad reproduction, please feel free to contact our advertising customer service representative.

GENERAL STANDARDS

- The publisher reserves the right to edit or reject any material submitted for inclusion in its newspapers.
- It is the advertiser's responsibility to obtain permission from any person whose photograph is used in an advertisement. In case of dispute, the advertiser agrees to indemnify and hold publisher harmless for any action taken by subject(s) of said photographs.
- Advertising on a "position or omit" basis is not accepted.

POLITICAL ADVERTISING

Earned rates apply: Political advertising must be: (a) paid for in advance of publication; (b) include complete name and address of person responsible for placement; (c) if appropriate, name of the authorizing candidate; and (d) if a committee places a political ad, the name of the committee and name and address of the treasurer must be included. All political advertising will be identified by the phrase "PAID POLITICAL ADVERTISEMENT."

