

2025 PRINT ADVERTISING SPECIFICATIONS

AD SIZES:	Width x Height in Inches	Picas/Points
Full Page (Includes .25" bleed)	11.125 x 14.5	66p9 x 87p
	Safe Zone: 10.125 x 13.5	
	(Keep all important logos or text within this zone)	
Island / Junior	6.76 x 9.39	40p7 x 56p4
1/3 Horizontal	9.125 x 4.19	54p9 x 25p2
1/3 Vertical	2.91 x 11.83	17p6 x 71p
1/2 Horizontal	9.125 x 6.25	54p9 x 37p6
1/2 Vertical	4.47 x 11.83	26p10 x 71p
1/4 Square	4.45 x 6.25	26p9 x 37p6
1/4 Horizontal	9.125 x 3.02	54p9 x 18p2
1/4 Vertical	2.125 x 11.83	12p9 x 71p
Front-page Strip Ad	<i>Live Area:</i> 6 x 1.875	36p0 x 11p3
	<i>Bleed (bottom and right ONLY):</i> 6.25 x 2.125	37p6 x 12p9
2-Page Spread (Non-bleed)	20.25 x 13.06	121p6 x 78p4
2-Page Spread (Full bleed, includes 1/4" bleed, 1/4" safety)	21.75 x 14.5	129p x 85p6

- **NOTE** that award sections only accommodate full, half and quarter square ads. Power Players and Sports Business Awards can also accommodate thirds (square or horizontal). Ask your sales representative for details.
- **Ad space closes three Fridays** prior to issue date.
- **Ad materials and proof are due** the Tuesday (5:00 p.m. ET) after closing date.

Street & Smith's Sports Business Journal is printed using state-of-the-art Mac-based computer to plate technology. To print properly, all ads must be produced using the required specifications for digital ads as indicated right. Please pay special attention to desktop element formats for critical format, font, and image information. There may be additional charges for ads that do not adhere to these specifications.

DIGITAL SPECIFICATIONS

ACCEPTED MEDIA: Mac format, (Convert all PC files to Mac). Please supply color proof for all ads where color matching is critical.

ACCEPTED PROGRAMS: Mac format. Adobe InDesign, PhotoShop, Illustrator,. PDF files must be CMYK, 300 dpi, with fonts embedded and require a color proof. (All files will be placed in Adobe InDesign for final layout.)

GRAPHIC ELEMENT FORMATS:

- Must include ALL images, logos, fonts, etc. All color must be CMYK. Fonts converted to paths preferred.
- For large black type/elements/areas, please make 99% black or 4C black – NOT 100% black – if you don't want them to overprint or appear transparent.
- For white elements or logos to RIP/print properly, make sure they are NOT set to overprint.
- **FONTs:** Convert to outlines when possible. Otherwise, PostScript Type 1 or OpenType only. Supply screen and printer files for each PostScript font. No menu-styled bold or italic type accepted. Please use and supply actual bold/italic fonts.
- **IMAGES/SCANS:** TIFF, EPS, JPEG. All images must be CMYK, 300 DPI.
- **RESOLUTION:** 300 DPI effective resolution. Scale all images/logos at 100%.

MECHANICAL REQUIREMENTS

TRIM SIZE:	10.625" x 14"
BLEED:	Min. 1/4" outside trim
LIVE ELEMENTS:	Min. 1/4" inside trim
LINE SCREEN:	133
DENSITY:	300%

COLOR PROOFS: Kodak Approval, Matchprint, or comparable. **PROOF MUST BE SUPPLIED WITH ALL ADS FOR ACCURATE PRESS MATCH, WHERE COLOR IS CRITICAL.**

PRINTING: Computer-to-plate, Web offset, Cover stock: 60 lb. coated #4; Text stock: 32 lb. coated #5, stitched and trimmed.

PLEASE SEND MATERIALS TO:

Corey Edwards
 Street & Smith's Sports Business Journal
 120 West Morehead Street, Suite 310
 Charlotte, NC 28202

704-973-1423
cedwards@sportsbusinessjournal.com

Please use file transfer software of your choice, such as WeTransfer or Dropbox, and alert Corey Edwards.