

Ad Deadlines

All deadlines are Eastern Standard Time (EST)

PUBLICATION DAY/SECTION	MONDAY	TUESDAY	WEDNESDAY	THURSDAY ENTERTAINMENT	THURSDAY MAIN
Space Reservations	Wed. Noon	Thurs. Noon	Fri. Noon	Fri. 9am	Mon. Noon
Ad Materials (Pubset)	Wed. 4pm	Thurs. 4pm	Fri. 4pm	Fri. 4pm	Mon. 4pm
Ad Materials (PDF)	Thurs. 4pm	Fri. 4pm	Mon. 4pm	Tues. Noon	Tues. 4pm
PUBLICATION DAY/SECTION	FRIDAY	SATURDAY	SUNDAY TRAVEL	SUNDAY ENTERTAINMENT	SUNDAY MAIN
Space Reservations	Mon. 4pm	Tues. Noon	Mon. 4pm	Mon. Noon	Tues. 4 pm
Ad Materials (Pubset)	Tues. Noon	Tues. 4pm	Mon. 4pm	Mon. 4pm	Wed. Noon
Ad Materials (PDF)	Wed. 4pm	Thurs. 4pm	Tues. Noon	Tues. 4pm	Thurs. Noon

Days of Publication:

AnnArbor.com: Morning Publication on Thursdays and Sundays

Flint, Saginaw and Bay City: Mornings on Thursdays, Fridays and Sundays

Grand Rapids, Kalamazoo, Muskegon, and Jackson: 7 days

Fax your insertion order to (616) 222-5225.

Ad Measurements

BoothMichigan Newspapers

Columns	1	2	3	4	5	6
Inches	1.729	3.558	5.387	7.216	9.045	10.875

Electronic Delivery

- Adobe Acrobat PDF files
- All fonts embedded
- Image resolution: 300 dpi
- Line screen: 150 lpi

When your materials arrive, we'll assume they're ready for publication unless you specifically state otherwise.

If you have questions about our material specifications, contact:

BoothMichigan Ad Production

Phone: (616) 222-5825

ads@boothmichigan.com

Upload:

<http://eads.boothmichigan.com>

E-Mail

Send your ad to ads@boothmichigan.com

In your message, let us know:

- Advertiser name
- Ad size
- Insertion date(s)
- BoothMichigan publications in which the ad will run

Ad Proofs

To meet our early deadlines, we'll fax or e-mail a typeset ad proof to you with a correction deadline. Please respond with corrections or a signed approval of the proof by the deadline. If we don't receive corrections or your signed approval by the deadline, we'll assume your ad is acceptable for publication.

Web proofs are available - (616) 222-5825 or ads@boothmichigan.com