

# material specifications

## Preferred Delivery

For the best ad reproduction in our publications, we recommend that you send your materials electronically. Our preferred delivery method is our upload site:

► <http://eads.boothmichigan.com>

- 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 any of our material specifications, contact:

Ad Production  
Phone: 616.222.5825  
[ads@boothmichigan.com](mailto:ads@boothmichigan.com)

## Other Delivery Options

### E-Mail

Send your ad to: [ads@boothmichigan.com](mailto:ads@boothmichigan.com)

In your message, let us know:

- advertiser name
- ad size
- insertion date(s)
- BoothMichigan publications in which the ad will run

Please fax a copy of your ad at the time of e-mail transmission.

Fax: 616.222.5225

### Disc

Send a CD-ROM via overnight or priority mail.

Please label each disc with:

- advertiser name
- agency name
- ad size
- insertion date(s)
- BoothMichigan publications in which the ad will run
- return address
- contact name
- contact phone number

Send to:

Advertising Department  
BoothMichigan  
155 Michigan Street NW  
Grand Rapids, MI 49503  
Phone: 616.222.5825

## Ad Measurements

### BoothMichigan Newspapers

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

### Business Review and Custom Publications

Please call 616.222.5825

## Ad Deadlines

### Space

To reserve advertising space in the Travel or Entertainment sections of any of our newspapers, please schedule your space in writing or submit an ad insertion order by these times:

- Travel section on Sunday - noon the Monday prior to publication
- Entertainment section on Thursday or Friday - noon the Thursday one week prior to publication
- Entertainment section on Sunday - noon the Monday prior to publication

Fax your insertion order to 616.222.5225.

### Materials

To make sure your ad is published on the scheduled date, finished materials must be received by these deadlines:

#### Black and white ads

- Travel section on Sunday - noon the Tuesday prior to publication
- Entertainment section on Thursday or Friday - noon the Monday prior to publication
- Entertainment section on Sunday - noon the Wednesday prior to publication

#### Color ads

- Travel section on Sunday - noon the Monday prior to publication
- Entertainment section on Thursday or Friday - noon the Friday one week prior to publication
- Entertainment section on Sunday - noon the Tuesday prior to publication

Space and material deadlines during holiday periods may be earlier.

For Business Review and custom publication deadlines, please call 616.222.5825.

## Ad Proofs

BoothMichigan newspapers print their weekly Travel and Entertainment sections in advance of actual publication.

In order 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.

For web proofs, contact our advertising department at 616.222.5825 or [ads@boothmichigan.com](mailto:ads@boothmichigan.com)