



DEADLINES

Item	Reservations	Material
All editions of newspaper	June 1	June 15

For reservations & newspaper insert shipping instructions, contact Dunn & Dunn: 856-582-0690

Carl Dunn: carl@carldunn.com or Ellie Dunn: ellie@carldunn.com

Advertising Rates

4-Pack Special (one ad per issue, prices per ad)

Size	BW	Color
Full page	\$1460	\$1820
1/2 page	\$890	\$1210
1/4 page	\$480	\$690
Quarter page horizontal not available		
1/6 page	\$410	\$620

Standard prices (price per ad)

1x(price below)			2x(price below)			3x(price below)		
Full page	\$1940	\$2280	Full page	\$1740	\$2060	Full page	\$1660	\$1960
1/2 page	\$1180	\$1470	1/2 page	\$1080	\$1320	1/2 page	\$980	\$1260
1/4 page	\$690	\$890	1/4 page	\$600	\$810	1/4 page	\$510	\$740
Quarter page horizontal not available.			Quarter page horizontal not available.			Quarter page horizontal not available.		
1/6 page	\$550	\$730	1/6 page	\$470	\$680	1/6 page	\$460	\$660

Ad Material Specifications:

- See **Ad Specs** on next page for ad sizes & layout samples.
- **File Format:** press-ready PDF/X files or 300 dpi, CMYK, or TIFF files.
- **Bleed** ads are not available

Ad Submission Details:

- **File Names:** Please have advertiser's name and edition (Wknd., Mon., Tue., Wed.) to ensure proper ad placement.
- **Material Submission:**
 - www.cbaonline.org/fileupload
 - Please include "ICRS 2012" and the advertiser's name in the "Subject" field

Design Suggestions/Restrictions:

- Design should include exhibitor's name and/or booth number.
- Ads cannot solicit retailer's involvement off the floor during exhibitor hours (including hospitality suites.)
- **Ad may not include the words "CBA Booth..." as CBA has their own booth.**

AD RESERVATIONS: 856-582-0690

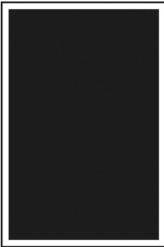
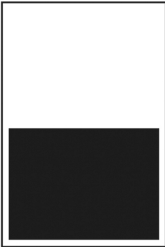
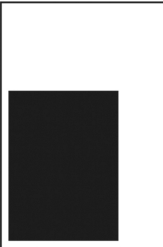

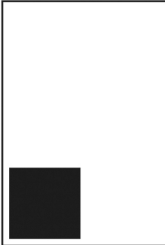
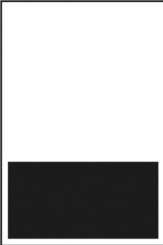
Carl Dunn: carl@carldunn.com or Ellie Dunn: ellie@carldunn.com

PRODUCTION QUESTIONS: production@cbaonline.org • Fax: 719.272.3510

9240 Explorer Dr, suite 200 • Colorado Springs, CO 80920

SHOW DAILY NEWSPAPER AD SPECIFICATIONS

CBA's *Show Daily* newspaper team wants to thank you for your advertising support. We want to partner with you to provide the best reproduction for your display advertisement. To help ensure your ad gets produced correctly the following information and specifications need to be followed. If the ad material submitted doesn't follow the publication specifications then CBA has to be held free from any liability for improper reproduction of your advertisement.

Ad Sizes		
		
Full Page 9.75 x 15	1/2 Horizontal 9.75 x 7.375	1/2 Vertical 7.125 x 9.75
		
1/4 Page 4.625 x 7.375	1/6 Page 4.625 x 4.625	1/3 Cover 9.75 x 5
Production Schedule		
Item	Close Date	Material Due
Newspapers, all editions	June 1	June 15

PAPER STOCK

COVER/BODY: 50# Offset

BINDING: Saddle Stitch

DIMENSIONS

BLEED: Bleed ads are not available.

FILE FORMATS

PDFX-1A, or TIFF CMYK (300dpi).

COLOR MODE

All ads must be CMYK. Extra colors will be automatically converted to process or black/gray-scale and the outcome of the conversion may not be what was intended.

TRAPPING

All trapping will be done at the printer. You are responsible for overprint and Knockout settings.

MATERIAL SUBMISSION:

Site: www.cbaonline.org/fileupload

Please include "ICRS 2012" and the advertiser's name in the Subject field.

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