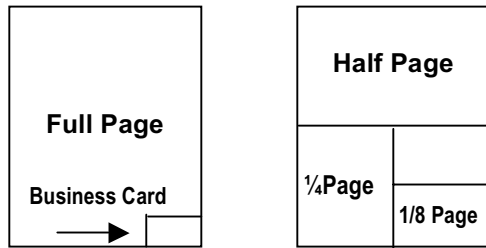


ADVERTISING SPECIFICATIONS



The *Yonkers Progress* works on a PC platform, and requests digital files only. The following formats are accepted. If ads are supplied in other formats charges may be incurred. See *Ads We Create* section.

FILE TYPES ACCEPTED:

QuarkXPress 4.0 or higher
Adobe Photoshop 5.0 or higher
TIFF files (see *Graphic Files*)
PDF files (see *Graphic Files*)

GRAPHIC FILES:

All graphic files must be supplied in CMYK (not RGB), as close to final size as possible with a resolution of 300 dpi or higher. The file name must be the same as referenced in the QuarkXPress document. If Illustrator files are supplied that include type, make sure it is converted to outlines, and include the fonts.

FONTS:

Include all fonts for text and graphic files used in ad. You must include both the screen and printer fonts. We support Adobe Type 1 fonts only. Do not use True Type fonts. If ad is received with True Type fonts we will match the font as close as possible.

SUPPLIED PROOF:

IMPORTANT: you must enclose or fax a proof that represents the ad as it should print.

DISKS:

We accept the following forms of media for file submission:

CD-ROM 1.4MB Floppy

ADS PROVIDED IN FILM FORM:

We are utilizing a Computer-to-Plate workflow; therefore all ads should be supplied as computer files. We do not accept film.

ADS WE CREATE:

Black & White - \$40 Fractional Color - \$75
Full Color - \$150

(Above prices include scanning of one photo)

Scanning charge for each additional B&W photo - \$20

Scanning charge for each additional color photo - \$50

Charge to copy ad to CD for client's personal use - \$25

Additional charge for rainbow color proofs - \$50

DEADLINES:

Published six times annually. Closing date for ad space is five (5) weeks prior to publication date. Materials due four (4) weeks prior to publication date. (i.e. March ads due by February 3)

E-MAILING ADS:

All transmissions that are emailed cannot exceed 3.5MB in size.

WEB BANNER:

Website banner ad size is 468x60 pixels, 72ppi GIF or JPEG, and is our gift to you for advertising in the *Yonkers Progress*.

All materials should be sent to:

The Yonkers Chamber of Commerce
Yonkers Progress Advertising Program
20 South Broadway, Suite 1207
Yonkers, NY 10701

To e-mail ads send to:

jmartinelli@yonkersprogress.com

Please call when you are e-mailing ads. Remember that we also require a faxed copy to be sent.

Any questions please call:

(914) 963-0332



E-mail: jmartinelli@yonkerschamber.com Fax: (914) 963-0455