

Bangor Daily News

Ad Notes

FRONT PAGE ADVERTISING PROGRAM

New, different, creative

Bright, bold colors that jump off the page
Exclusive extra-wide adhesive assures your front page ad reaches your customer's front door.

High visibility position for your advertising message
Product choices to fit your advertising need and your budget

HIGH IMPACT
Front Page Advertising
that Sells!



STAND OUT FROM THE CROWD WITH AN AD ON THE **FRONT PAGE!**

Ad Notes stick out, then they stick around!

There's a way to put your ad right up front with today's headlines. Front Page Ad Notes are proven attention-getters, they can stick around as reminders, and they're available as an advertising option with the Bangor Daily News. The 3" x 3" note is yellow or white with black or spot color printing. The big story is that they go where no ad has gone before:

page one of the Bangor Daily News.

Ad Notes are good for:

- Special Offers
- Sporting Events
- Sales Events
- Grand Openings
- Coupons
- Name Recognition

**STAND OUT FROM THE CROWD WITH AN AD ON THE
FRONT PAGE OF THE BANGOR DAILY NEWS, THE WEEKLY
and even BROADSHEET SPECIAL SECTIONS!**

See your Bangor Daily News sales representative to learn more about front page **Ad Notes** or call

Mike Kearney

at 207-990-8212,
toll-free in Maine 1-800-432-7964
or e-mail
advertising@bangordailynews.net

Bangor Daily News



AdNotes

FRONT PAGE ADVERTISING PROGRAM

Current Software accepted for BDN AdNotes program:

Photoshop CS, Illustrator CS, InDesign CS, Acrobat 7.0
We are able to open files created in older versions of the software listed above.

Be sure to include with computer file:

- 1) all screen and printer fonts
- 2) any nested files (eps, tiff)
- 3) current hard copy printout of artwork

Line Width:

All lines MUST be at least 0.5 pt (1 pt if the line is reversed-out).

0.5 point Reversed - 0.007" 1 point / 0.014"

Type Size:

Type that prints reversed-out MUST be made heavier (by using the bold font or stroking the font 0.003" when a bold version is unavailable). This prevents the type from filling in during the printing process! (see following examples)

Shown below are minimum point sizes for different types of fonts:

<p>BLOCK FONTS (Spot Color)</p> <p>ON WHITE: 4 point Helvetica Regular</p> <p>REVERSED: 5 point Helvetica Regular</p>	<p>SCRIPT FONTS (Spot Color)</p> <p>ON WHITE: 7 point <i>Citadel Regular</i></p> <p>REVERSED: 10 point <i>Citadel</i> Add .003" stroke and increase point size</p>	<p>Type Built from 4-COLOR PROCESS</p> <p>ON WHITE: 8 point Regular</p> <p>REVERSED: 10 point Bold</p>
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Vignette:

The minimum dot in a vignette cannot be less than 3%.

Photos:

Must be high resolution (at least 300 dpi). The minimum dot in a 4-color process photo cannot be less than 3%.

Drop Shadows:

Need to be bold and can be no smaller than 0.02".

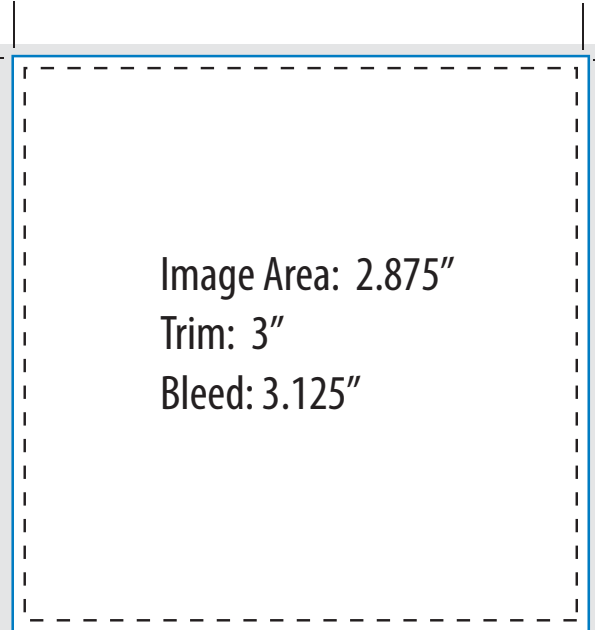
Trapping:

Minimum trap size to be 0.01"

Barcode Size:

The minimum size for a UPC barcode is 80% (see example below).

Scannability CANNOT be guaranteed on smaller sizes!



Ad Note Specs:

PDF's are acceptable. Vector pdf's are preferred.
Please do not rasterize artwork before generating a pdf. This prohibits the ability to color separate and trap the file correctly prior to printing.

Please DO NOT build PMS spot colors out of four-color process. Use PMS colors only. CMYK is not recommended for this kind of printing process. PMS is a solid ink and prints better than the dots used in a CMYK process. We recommend that only color photographs be printed in CMYK.

Photoshop images must be at least 300 dpi and include clipping paths.

Line screens for artwork:

Spot Colors: 110 Line
Four Color Process: 150 line

When using Yellow 109 as a background color, text colors will experience a colorshift from PMS book.

Artwork preparation and/or modifications associated with changing or modifying the file to bring it up to "specifications for printability" (i.e. reworking, correcting, editing, modifying, enlarging, reducing, typesetting, manipulating the file) will be billed at an additional hourly rate. Estimates will be provided upon request.

Ad Notes Material Colors
(no charge for White and yellow (PMS 109))

White	Yellow (PMS 109)	Red (PMS 485)	Purple (PMS 264)	Green (PMS 374)	Orange (PMS 151)	Blue (PMS 285)	Pink (PMS 231)

Standard Ink Color *(no additional charges)*

Black	Cyan	Magenta	Process Yellow	Green (PMS 347)	Blue (PMS 300)	Teal (PMS 320)	Purple (PMS 527)	Brown (PMS 168)	Red (PMS 185)	Burgundy (PMS 215)
Yellow (PMS 109)	Green (PMS 375)	Lt. Pink (PMS 1777)	Lt. Blue (PMS 298)	Lt. Purple (PMS 2665)	Pink (PMS 2395)	Other PMS colors available at an additional per color charge.				

Ask us about other Ad Note products:
 Versa cards (coupon stock), sequential numbering,
 2-sided notes, 4 & 8 page notebooks

Newsworthy Advertising Design...

For the most "notable" benefits, incorporate these elements on your Front Page Ad Note

1. Prominently identify the name of your business
2. Name the offer or event that you are promoting
3. Call to action to respond to your message

For maximum impact, your message should contain minimal use of copy.

- 2. Offer/Event
- 3. Call to Action



Conditions for Publication

1. Selected run dates are guaranteed for full-run advertisers on a first-come, first-serve basis. Part-run advertisers are guaranteed to run within the week selected. Larger runs will have preference over smaller runs up to one month before the run date.
2. In the event of major breaking news, Front Page Ad Notes may be inserted on another day. The publisher reserves the right to revise or reject in whole or in part any advertisement in the Bangor Daily News.
3. PMS colors other than the standard colors are available at an additional charge of \$100 per color. Exact color match cannot be guaranteed.
4. All orders considered firm and cannot be canceled except on written authorization from the Bangor Daily News. A cancellation fee of \$250 plus any accrued charges (artwork, proofs, materials, etc.) will be charged to the customer.
5. When orders are printed to customer's specifications, the purchaser agrees to assume any liability resulting from actions or demands brought against supplier for copyright infringement.
6. Minimum order: 25,000 Notes. Minimum insertion: 12,500 Notes.
7. This order is governed by the terms, policies and conditions in the Bangor Daily News's current Retail Advertising Rate Card.

Zoning Capabilities

Monday through Thursday

Full Run only days

Friday and Saturday

If reserved at least 30 days prior to publication. Less than full run will become available any open Friday and Saturday at that time.

Thanksgiving, Christmas and New Year holidays are **full run only**.

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