

# Recruitment Material Specifications

## DEADLINES

All ads must be received no later than 6 PM ET on the Thursday preceding the Monday issue date. See the editorial calendar page for deadline dates. Ads are grouped geographically by region, making them easier to find.

## MATERIAL SPECIFICATIONS

- PDF/X-1a file is preferred. **Send materials to TDads@gvpub.com** and specify in which issue the ad is to be placed.
- Pages print on coated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.

Supplying a native file if a PDF/X-1a file is not possible:

- Ads should be created in Apple Macintosh-compatible software: InDesign CS5, QuarkXpress 8, Illustrator CS5, or Photoshop CS5 (other application files are not accepted). If created in another program, save ad as a CMYK EPS, TIFF, or PDF file at a minimum of 300 dpi with all fonts embedded or converted to outlines.
- Save all embedded images in TIFF or EPS format at a minimum of 300 dpi. Pantone (PMS) colors must be converted to CMYK (process colors). Black-and-white images must be grayscale. RGB color and JPEG file formats are not accepted.
- All fonts (both printer font and screen font suitcase), logos, pictures, images, etc. **MUST** be supplied with the application file. If fonts are not supplied, we will match them as closely as possible. Use only Type 1 or Adobe Type fonts. No TrueType or Multiple Master fonts. Black text should not be RGB or 4-color black.

Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.

## PRODUCTION SERVICES

Original ad creation or revisions to artwork needed to make ads print ready will be charged at a rate of \$75 per hour.

## TERMS

Net cash 30 days. A late charge of 1.5% per month will be assessed for late payment. Great Valley Publishing Company, Inc., reserves the right to require payment before the acceptance of advertising. New and one-time advertisers must submit payment in advance for first insertion and complete a credit application. Foreign advertisers must prepay each ad in full.

## INSTRUCTIONS TO ADVERTISERS

Ads can be submitted via e-mail, fax, mail, or phone. Our account executives are knowledgeable in professional terminology and can be of assistance to advertisers in the preparation of ad copy. To place an ad, call 800-278-4400/610-948-9500, fax 610-948-4202, send an e-mail to sales@gvpub.com, or deliver to Ad Coordinator, Great Valley Publishing Company, Inc., 3801 Schuylkill Rd, Spring City, PA 19475.

## ALTERATIONS AND CANCELLATIONS

There is no charge for cancellations of ads if cancellation occurs within two hours of placement. A charge of \$25 will apply to later cancellations. No changes or cancellations will be accepted on deadline day. For alterations, call your account executive.

## CONTRACT ADVERTISERS

If advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 30% of the total for each ad not placed to fulfill original contract. Contracted advertising canceled after the "closing date" will be billed at full contract rate.

## ERRORS

Great Valley Publishing Company is not responsible for errors when ad copy is accepted by phone. Advertisers sending artwork are responsible for the accuracy of the content and for supplying the artwork in accordance with the above material specifications. Credit will be granted to advertisers for errors only when error would prevent contacting the advertiser and is the fault of the publisher. ❁