

Print Ad Specs

PREPRINT RECOMMENDED GUIDELINES

SINGLE SHEET

.003-.005" thick – allow for 10% Waste
.006" thickness – allow for 5% Waste
.007" thickness or greater (preferred) – allow for 3.0% Waste
Minimum size: 5.5"x8.5"
Maximum size: 11"x11"
Minimum stock basis weight: 60 lb. cover or 90 lb. text gloss

MULTIPLE-PAGE PREPRINTS

4-page tabloid or 2-page standard (or greater)
.003-.005" thickness – allow for 10% Waste
.006-.007" thickness – allow for 7% Waste
.008-.010" thickness – allow for 5% Waste
.011" thickness – allow for 3.5% Waste
.012" thickness or greater – allow for 2.5% Waste
4-page tabloid with wrap – allow for 3.5% Waste
Paper bag (1/2 folded) – allow for 4% Waste
less than 20 pages with staple – allow for 7% Waste
Minimum size at spine: 8.5"
Maximum size at spine: 11"
Minimum size (cut edge): 5.5"
Maximum size (cut edge): 10.75"
Max preprint size: 11" x 11"

DELIVERY INFORMATION

Delivery Deadlines – Deadlines may change to accommodate holidays. Call for schedule.

- a) Daily issue (including Sun News) preprints should be delivered to The Plain Dealer Dock Tiedeman Rd. 4 days prior to issue date, Monday – Friday, 7:30 A.M. – 3 P.M.
- b) Sunday issue preprints should be delivered to The Plain Dealer Dock no more than 16 days or less than 9 days prior to issue date. Monday – Friday, 7:30 A.M. – 3 P.M.

Bills of Lading – Must indicate name of advertiser, insertion date, total number of inserts and skids in shipment.

Delivery appointments are not required at The Plain Dealer Dock.

Shipping Address and Phone Number:

The Plain Dealer and Sun News
Tiedeman Production and Distribution Facility
Docks 31, 32, & 33
4800 Tiedeman Road (at I-480)
Brooklyn, OH 44144
Call Linda Zunt at 216-999-5401 with any questions.

Preprints containing sample pockets/attached objects are not acceptable unless submitted samples are approved prior to confirmation of the insertion date.

Upload Site: <http://upload.plaindealer.com/>

DISPLAY & CLASSIFIED AD DIMENSIONS

COLUMN WIDTHS

COLUMN WIDTHS	INCHES
1 column	1.555"
2 columns	3.222"
3 columns	4.888"
4 columns	6.555"
5 columns	8.222"
6 columns	9.888"
Doubletruck	20.888"

PAGE DEPTH

PAGE DEPTH	w/o folio	with folio
Broadsheet	21"	20.5"
Tabloid	9.888"	9.70"