

INSERTS

Contact publisher for quantities, rates and shipping. Mailing for inserts only:
RR Donnelley • ATTN: Billiards Digest
 Route 251 & 4099th Road,
 Mendota, IL 61342
 PH: 815-539-1284

MARKETPLACE

Marketplace ads are 3.375" wide. Cost is determined by height:
 Black and white: 1-Inch: \$190 • 2-inch: \$210 • 3-inch: \$235
 Add \$75 for two-color. Add \$150 for four-color.

AGENCY DISCOUNT

15% to certified agencies. Net 30 days. No discounts on Classified advertising.

C O N T A C T S

ANDREW NOTEMAN

email: andrewn@billiardsdigest.com
 Ph: 312-341-1110

MIKE PANOZZO

email: mikep@lubypublishing.com
 Ph: 312-341-1110

MECHANICAL POLICIES

One Matchprint or color proof must accompany all color material. There will be a charge to create a Matchprint if color proofs are not furnished.

Publisher assumes no responsibility for color if Matchprints are not furnished.

A laser printout is required for ads. Faxed printouts for emailed or posted ads are acceptable. Fax to: (312) 341-1469.

Publisher reserves the right to reject any advertisement which is not in keeping with the publication's standards.

In the event of late materials for a scheduled ad, publisher reserves the right to run the company's previous ad.

All advertising that bleeds off the page must have a 1/8-inch (.125") bleed on all sides. For specific sizes, see diagrams at right. Note: to run a fractional that bleeds off the page, please call for further specifications and sizes.

Publisher reserves the right to re-size,

rebuild or otherwise make produceable any ad that is not to size, or that does not meet specifications. Ads created or corrected by Luby Publishing are subject to applicable production charges at the publisher's current rates:

\$125 per hour. Two-hour (\$250) minimum. These charges are non-commissionable.

DIGITAL SPECIFICATIONS

We accept files from all major Mac and PC creative applications, including: Quark, Adobe Illustrator, Photoshop and InDesign. We also accept PDFx1-a print-ready PDFs generated from these programs.

Suggestions to Help Us Meet Deadlines:

- Place files (layout, fonts, images, etc.) into a folder and use a file compression utility such as Stuffit (Mac) or WinZip (PC) to compress the folder.

- Include all support files, i.e., tiff and EPS graphics, fonts, text files, etc. Photos and art should be built to printer's quality — 300dpi at 100% of size used.

- Include all fonts — screen fonts, printer fonts, and fonts included within EPS graphics. Or, create outlines of fonts.

- Remove Spot, RGB, Pantone or Trumatch colors and convert to the CMYK color space.

- Submit final layouts at 100% for quality control.

- Indicate all special instructions on the layouts or within your PO.

- Avoid special characters in file names, e.g., slashes, apostrophes, quotes, question marks, etc.

Please include the advertiser's name. For large files (10mb or more), please send on Zip disk or cd-rom via a trackable service (i.e., FedEx, UPS) to:

**LUBY PUBLISHING
 122 S. Michigan Ave. Suite 1506
 Chicago IL 60603
 (312) 341-1110**

