

# DEADLINES

- All advertising insertions are due **Friday, 23 days prior** to the issue date.
- All electronic files and color proofs are due to the printing location **Wednesday, 18 days prior** to the event date.

Issue date (SUNDAY)	Reservation Deadline with (FRIDAY)	1 Proof Svc. Camera- ready to NAC (TUESDAY)	Electronic files & proofs to WCP (WEDNESDAY)	Issue date (SUNDAY)	Reservation Deadline with (FRIDAY)	1 Proof Svc. Camera- ready to NAC (TUESDAY)	Electronic files & proofs to WCP (WEDNESDAY)
1/1/06	12/9/05	12/13/05	12/14/05	7/9/06	6/16/06	6/20/06	6/21/06
1/8/06	12/15/05	12/19/05	12/20/05	7/16/06	6/22/06	6/27/06	6/28/06
1/15/06	12/22/05	12/26/05	12/27/05	7/23/06	6/28/06	6/30/06	7/3/06
1/22/06	12/29/05	1/3/06	1/4/06	7/30/06	7/7/06	7/11/06	7/12/06
1/29/06	1/6/06	1/10/06	1/11/06	8/6/06	7/14/06	7/18/06	7/19/06
2/5/06	1/13/06	1/17/06	1/18/06	8/13/06	7/21/06	7/25/06	7/26/06
2/12/06	1/20/06	1/24/06	1/25/06	8/20/06	7/28/06	8/1/06	8/2/06
2/19/06	1/27/06	1/31/06	2/1/06	8/27/06	8/4/06	8/8/06	8/9/06
2/26/06	2/3/06	2/7/06	2/8/06	9/3/06	8/11/06	8/15/06	8/16/06
3/5/06	2/10/06	2/14/06	2/15/06	9/10/06	8/18/06	8/22/06	8/23/06
3/12/06	2/17/06	2/21/06	2/22/06	9/17/06	8/25/06	8/29/06	8/30/06
3/19/06	2/24/06	2/28/06	3/1/06	9/24/06	9/1/06	9/5/06	9/6/06
3/26/06	3/3/06	3/7/06	3/8/06	10/1/06	9/8/06	9/14/06	9/13/06
4/2/06	3/10/06	3/14/06	3/15/06	10/8/06	9/15/06	9/21/06	9/20/06
4/9/06	3/17/06	3/21/06	3/22/06	10/15/06	9/22/06	9/26/06	9/27/06
4/16/06	3/24/06	3/28/06	3/29/06	10/22/06	9/29/06	10/3/06	10/4/06
4/23/06	3/31/06	4/4/06	4/5/06	10/29/06	10/6/06	10/10/06	10/11/06
4/30/06	4/7/06	4/11/06	4/12/06	11/5/06	10/13/06	10/17/06	10/18/06
5/7/06	4/14/06	4/18/06	4/19/06	11/12/06	10/20/06	10/24/06	10/25/06
5/14/06	4/21/06	4/25/06	4/26/06	11/19/06	10/27/06	10/31/06	11/1/06
5/21/06	4/28/06	5/2/06	5/3/06	11/26/06	11/3/06	11/7/06	11/8/06
5/28/06	5/5/06	5/9/06	5/10/06	12/3/06	11/10/06	11/14/06	11/15/06
6/4/06	5/12/06	5/16/06	5/17/06	12/10/06	11/16/06	11/20/06	11/22/06
6/11/06	5/19/06	5/23/06	5/24/06	12/17/06	11/22/06	11/28/06	11/29/06
6/18/06	5/25/06	5/30/06	5/31/06	12/24/06	12/1/06	12/5/06	12/6/06
6/25/06	6/2/06	6/6/06	6/7/06	12/31/06	12/8/06	12/12/06	12/13/06
7/2/06	6/9/06	6/13/06	6/14/06				

# COMICS 2006

The Salt Lake Tribune  
www.sltrib.com



DESERET  
Morning News  
www.deseretnews.com

# ADVERTISING GUIDELINES

## The Sunday best for your ad

The Comics section of the *Deseret Morning News* and *The Salt Lake Tribune* is now printed by Western Colorprint, a company whose specialty is delivering superior color and high-quality graphics to more than 350 newspapers, including two-thirds of the top-100 newspapers.

Western Colorprint has print specifications that differ from NAC's guidelines. Please refer to materials specifications, delivery information, deadlines and rates in flyer. For any questions that you are not able to find the answer to using this booklet, please contact your NAC sales executive.

## Content • Delivery information

- File specifications
- Ad sizes
- Color proofs
- Comic rates
- Deadlines

## Delivery information

Send camera-ready art and disks to:

WCP/Comics Coordinator  
TC Advertising  
3200 Pomona Blvd.  
Pomona, CA 91678



The Salt Lake Tribune  
www.sltrib.com



DESERET  
Morning News  
www.deseretnews.com

NAC will deliver ads built in-house to the above address.

# FILE SPECIFICATIONS

## WESTERN COLORPRINT - MATERIAL SPECIFICATION SUMMARY

**LINE SCREEN:** 85-100

**IMAGE RESOLUTION:** 170 DPI min.

**FILE TRANSFER :** CD ROM (If you have a CD ROM writer)

**FTP SITE INFORMATION:**  
 FTP: pomona1.rns.vertisinc.com  
 LOGIN: comics  
 PASSWORD: 123qwe  
 DIRECTORY: drop\_off

**DOCUMENT:** We would like to receive all files as an Acrobat PDF 4.0 (version 1.3)  
 (For any other file format, please contact Debbra at Western Colorprint)

**ALWAYS SEND  
 COLOR PROOF WITH  
 ADVERTISEMENT**

### PRODUCT

Please do not use register or crop marks within the document and center the image area within the document size, this will create the necessary 3/8" margin all around.

	IMAGE AREA		DOCUMENT SIZE	
	Width	Height	Width	Height
<b>GATEFOLD</b>	5.4375"	20"	5.9375"	21"
<b>SHARED GATEFOLD</b>	5.4375"	9.75"	5.9375"	10.5 "
<b>SPADEAS</b>	Front 1/4 Fold	2.218" – 8.156"	11.875 "	21"
	Front 1/3 Fold	3.208" – 7.166"	11.875 "	21"
	Front 1/2 Fold	5.1875" - 5.1875"	11.875 "	21"
	Inside spread	11.125"	11.875 "	21"
<b>TABLOIDS</b>	9.75"	11.125"	10.5 "	11.875 "
<b>PAGE ADVERTISING:</b>	full page	11.125"	20"	

**RONNIE HIRSCH**  
**VERTIS POMONA DIVISION**  
 3200 Pomona Blvd.  
 Pomona, CA 91768  
 rhirsch@vertisinc.com

**JENNIFER TILLE- 303-825-5600**  
**WESTERN COLORPRINT**  
 1600 Stout Street, Suite 1520  
 Denver, Colorado 80202  
 jtille@westerncolor.com

All Production/Operation questions should be directed to:

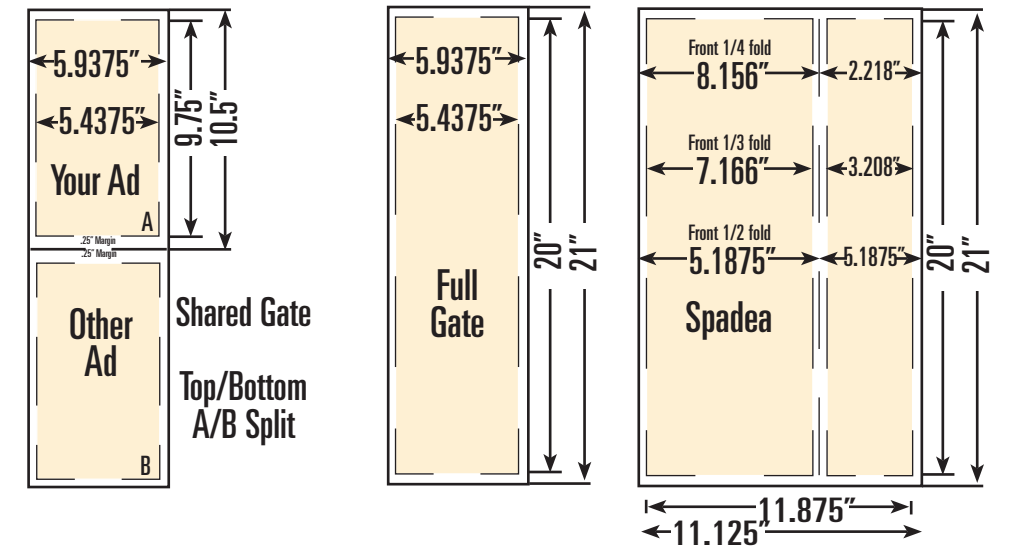
**DEBBRA JO ABEYTA, VICE PRESIDENT PRINT OPERATIONS, 303-825-5600 EXT 14**  
**WESTERN COLORPRINT -**  
**1600 STOUT STREET SUITE 1520**  
**DENVER, COLORADO 80202**  
 dabeyta@westerncolor.com

**To reserve your advertising space please contact  
 your NAC representative or Dana Watson at (801) 237-2887  
 or dwatson@nacorp.com**

# AD SIZES

	IMAGE AREA		DOCUMENT SIZE	
	Width	Height	Width	Height
<b>GATEFOLD</b>	5.4375"	20"	5.9375"	21"
<b>SHARED GATEFOLD</b>	5.4375"	9.75"	5.9375"	10.5 "
<b>SPADEAS</b>	Front 1/4 Fold	2.218" – 8.156"	11.875 "	21"
	Front 1/3 Fold	3.208" – 7.166"	11.875 "	21"
	Front 1/2 Fold	5.1875" - 5.1875"	11.875 "	21"
	Inside spread	11.125"	11.875 "	21"

\*Note: A 3/4" gutter is recommended to minimize marking from press rollers.



### Color proofs

Color proofs are required for all ads. Proofs must be clearly marked with event date, pagination, the newspaper publishing the ad and ad name.

All supplied proofs must match content of supplied files exactly. Proofs will be used to verify content before and during the press run.

### Comics 2006 Retail Rates

	Open	13x	26x	48x
<b>GATEFOLD</b>	\$9,030.00	\$7,800.00	\$7,035.00	\$6,510.00
<b>SPADEA</b>	\$11,497.50	\$9,817.50	\$9,082.50	\$8,137.50
<b>HALF GATE</b>	\$4,515.00	\$3,885.00	\$3,465.00	\$3,255.00
<b>4 PAGE STANDARD</b>	\$15,225.00	\$13,965.00	\$13,125.00	\$11,970.00
<b>FLYSHEET</b>	\$6,930.00	\$5,880.00	\$5,617.50	\$4,882.50

For tabloid pricing please contact your NAC representative.