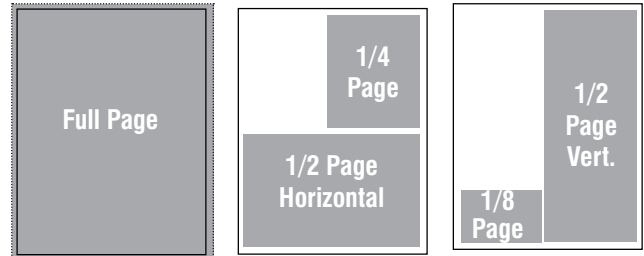




2011 Parade of Homes

Oct. 1-2, 7-9, 14-16, 2011



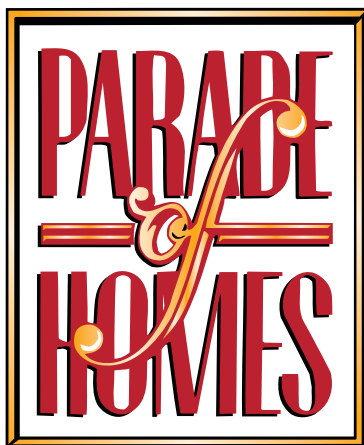
PARADE BOOK 22,500 copies distributed in Parade Homes

Space Deadline: Tuesday, Aug. 2, 3 p.m.
 Ad Materials Deadline: Tuesday, Aug. 9, 3 p.m.
 EDI Deadline: Tuesday, Aug. 16, 3 p.m.

PREVIEW MAGAZINE 87,000 copies distributed in the N&O Oct. 1

Space Deadline: Tuesday, Aug. 9, 3 p.m.
 Ad Materials Deadline: Tuesday, Aug. 16, 3 p.m.
 EDI Deadline: Tuesday, Aug. 23, 3 p.m.

Digital ads are due to The News & Observer by these deadlines. Cancellations are not permitted after ad materials deadline.



PRODUCTION SPEC

Magazine trim size: 8.375 x 10.875 inches
 Live image area: 7.625 x 10 inches
 Full-page bleed size: 8.625 x 11.125 inches
 Keep all logos and text inside the live image size

1/2 Page Vertical: 3.75 x 9.75 inches
1/2 Page Horizontal: 7.625 x 4.75 inches
1/4 Page: 3.75 x 4.75 inches
1/8 Page: 3.75 x 2.25 inches

Color: CMYK process

Halftones:

150 lines per inch (minimum 300 dpi)
 Ink Colors: SWOP Coated
 Dot Gain: 20%
 Separation Type: GCR
 Black Generation: medium
 Black Ink Limit: 93%
 Total Ink Limit: 300%
 UCA Amount: 0%
 1% highlight, 100% shadow

PDFs preferred, but QuarkXpress, InDesign, Photoshop (high-res), Illustrator files are also supported

FTP ADDRESS: <http://adportal.newsobserver.com>

With questions about digital ads, please contact Daryl Burger at 919-836-5736 or daryl.burger@newsobserver.com.

