

THE BOND BUYER'S MUNICIPAL MARKETPLACE[®]

ART SPECIFICATIONS

Submit art to (excluding bind-ins): Accuity Attn. Red Book
4709 Golf Road - 6th Floor
Skokie, IL 60076
E-mail to: redbook@AccuitySolutions.com

Publication Schedules

Published twice a year in Spring (May) and Fall (October)

Art Submission Deadlines

Fall Edition: August 05
Spring Edition: March 05

All artwork submitted after the deadline is subject to a 10% late fee and is at risk of NOT being printed.
Advertiser is responsible for full balance of the account, regardless if the ad is printed or not.

Mechanical Requirements

Print Directory

Premium Positions	Width x Height
Front Cover.....	5 1/8" x 3 3/4"
Back, Inside Front & Back Covers.....	5 1/8" x 8"
Spine	1" x 4 1/2"
Pre-Printed Bind-in & Inserts.....	See separate specification sheet

Non-Premium Positions	Width x Height
Section Opening	5 1/8" x 7 1/4"
Full Page	5 1/8" x 8"
Half Page.....	5 1/8" x 4"
Margin Strip	5 1/8" x 1"
Logo.....	1 7/16" x 1"

Note: We cannot accept bleeds, copy or art across the publications gutter.

Municipal Marketplace Online

www.munimarketplace.com

Artwork (**banners and logos**) must be submitted as a **GIF file** and adhere to the specifications below. All online artwork submissions should include an active click through address (*required*) and alternate text (*optional*).

Type	Size (Pixels)	File Size
Full Banner	468 x 60 ht.	15K
Half Banner.....	234 x 60 ht.	15K
Button Ad	120 x 60 ht.	12K
Logo	100 x 60 ht.	10K

Colors: Files should be adapted to the Netscape 216 color palette. (8bit)

Animation (GIF files only): 4 seconds max. per loop.
May loop 3 times only.

File Requirements

Please note that Ad files need to meet all requirements listed below or they will be returned.

- Files should be submitted electronically via Email or CD
- A reference copy must accompany all art files.
- Halftones or screens should be minimal, clear and readable.
- Display ads must contain ruled borders. If no border is supplied, one may be added.
- GIF, JPEG, Power Point or Word Clip Art Files are not accepted.
- True Type Fonts are not accepted, only Type 1 Postscript Fonts.

Black & White Ad (Non-Premium Positions): should be set up B/W and saved at 600-1200 dpi with a line screen of 133.

Color Ad (Premium Positions): should be saved at 300 dpi with a line screen of 150 and set up to print CMYK.

Front, Back Cover & Spine Advertising: should be set up with a white background box so that white text appears as a white color. (This will ensure that the red background color of the cover does not show through.)

Artwork File Applications for PC and MAC:

- Adobe Acrobat PDF – All fonts must be created to outlines and graphics embedded.
- PhotoShop, InDesign and Illustrator CS4 (Mac CS2)
- EPS or TIF – Min 600 dpi
- Quark XPress 6.5 – All font and graphic files need to be supplied.
- Microsoft Word – All font and graphic files need to be supplied.