

# Technical Specifications

## Print Advertisements

### File Requirements

#### Format

- All print ads must be PDF/X-1a
- All linked or embedded elements within creative files must be 300dpi or vector files.

#### Trim Size

- Publication is non-bleed. Do not include crop marks and bleed, these areas will be trimmed.
- Ads print with an approximate 0.375" white border around all four sides of full-page ads and on three sides of partial-page ads.

#### Color Space

- CMYK (4-color)
- No RGB, LAB, Pantone, or Spot colors

#### Reverse Text

- Minimum: 8pt

#### Ink Management

- Maximum Ink Density: 240%
- Line Screen: 133
- Use of blacks in text and logos: 100K black only, rich blacks are not accepted.

### Ad Submission

#### Upload Ads

Submit finalized creative online via [www.mediaplanet.com/en/advertise](http://www.mediaplanet.com/en/advertise)

#### Creative Services

Available at an additional cost. Must be purchased 2+ weeks before creative deadline.

### Proofing Policy

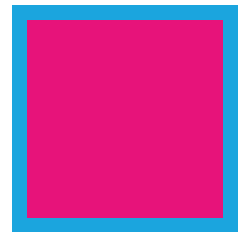
**Approval** is required during the submission process online at [www.mediaplanet.com/en/advertise](http://www.mediaplanet.com/en/advertise) (Does not apply to creative services.)

**Hard-copy proofs** can be purchased in advance with the Production Coordinator.

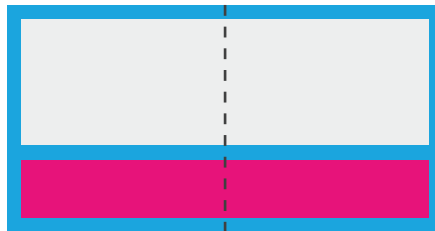
### Ad Units: San Francisco Chronicle, Tabloid



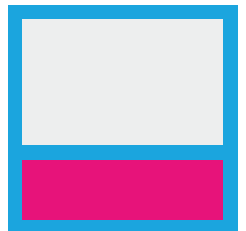
Two Page Spread  
20.125" x 9.955"



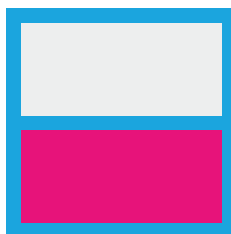
Full Page  
9.625" x 9.955"



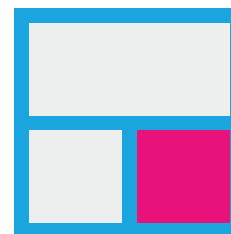
1/3 Page Spread  
20.125" x 3.2"



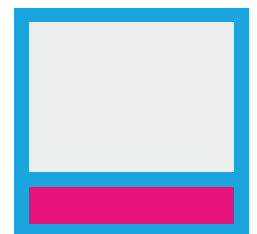
1/3 Page  
9.625" x 3.2"



1/2 Page  
9.625" x 4.9"



1/4 Page  
4.717" x 4.9"



Banner  
9.625" x 1.9"

**Note:** All dimensions listed as width by height in inches.