

# 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 will be placed on the layout with a white border.

#### 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 [mediaplanet.sendmyad.com](http://mediaplanet.sendmyad.com)

#### Creative Services

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

### Proofing Policy

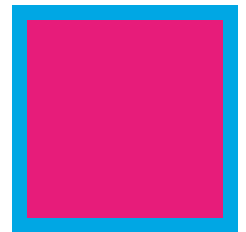
**Approval** is required during the submission process online at [mediaplanet.sendmyad.com](http://mediaplanet.sendmyad.com) (Does not apply to creative services.)

**Hard-copy proofs** are not available. Our ad portal works as a proofing engine, calibrated to our printer's specs.

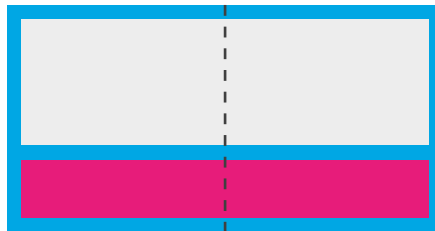
### Ad Units: San Francisco Chronicle, Tabloid



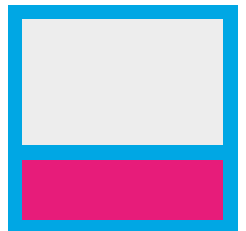
Two Page Spread  
20.125" x 9.955"



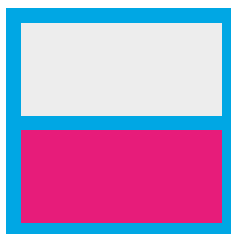
Full Page  
9.625" x 9.955"



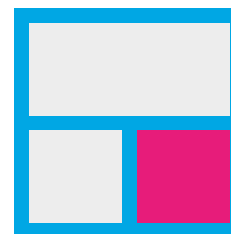
1/3 Page Spread  
20.125" x 3.2"



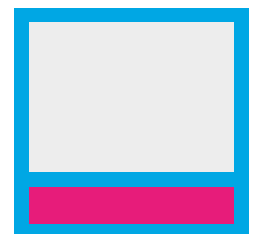
1/3 Page  
9.625" x 3.2"



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.