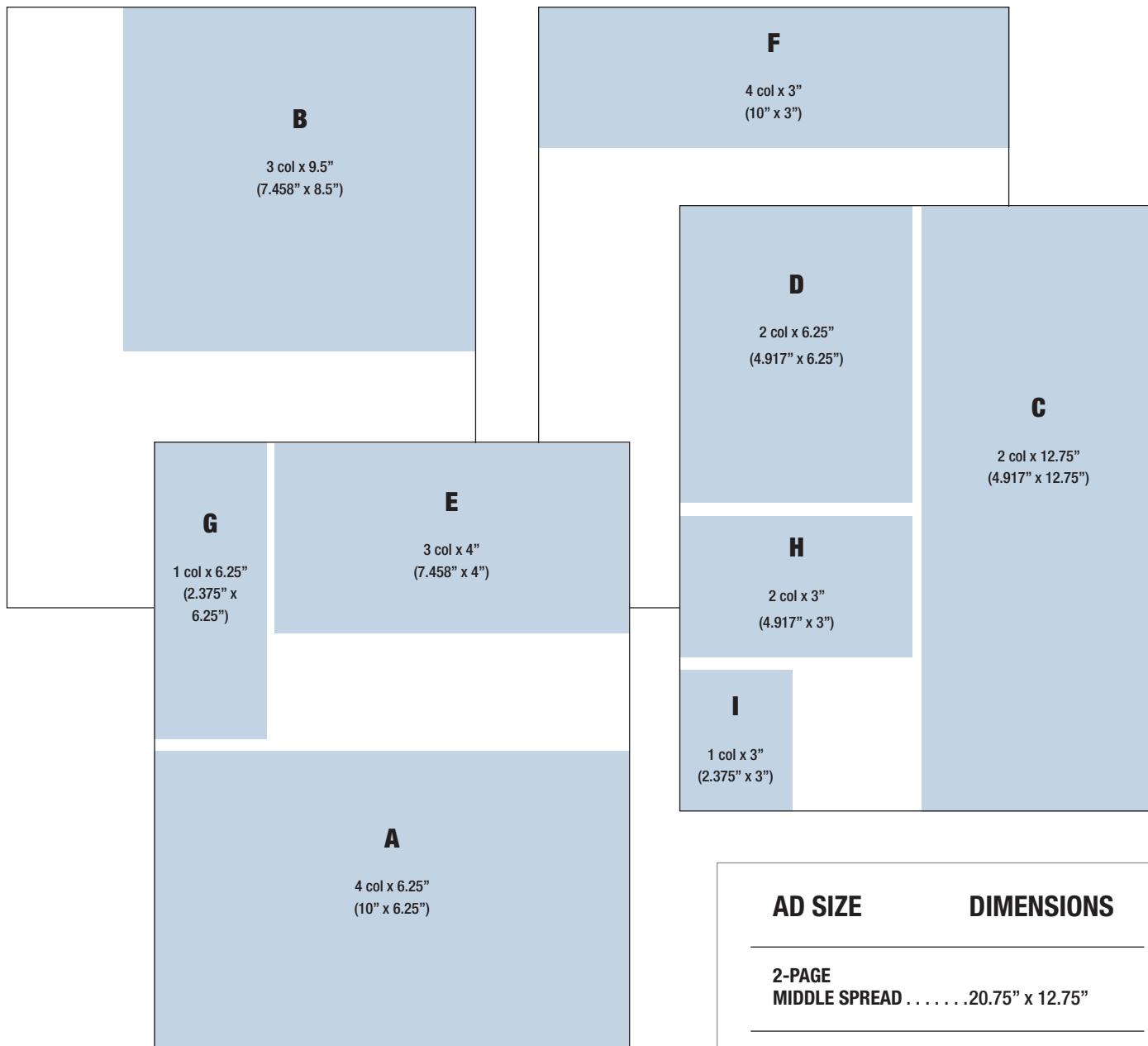


THE BUSINESS TIMES Advertising Mechanical Layout



COLUMN WIDTHS
 1 column = 2.375" (14p3)
 2 column = 4.917" (29p6)
 3 column = 7.458" (44p9)
 4 column = 10" (60p)

MAC-BASED PROGRAMS ACCEPTED
 InDesign, Adobe Illustrator, Adobe Photoshop

FILE SPECIFICATIONS
 TYPES: .pdf .jpg .tif .eps
 COLOR: cmyk
 RESOLUTION: 300 dpi at size in inches

GUTTERS
 Vertical: .167" Horizontal: .25"

AD SIZE	DIMENSIONS
2-PAGE	
MIDDLE SPREAD20.75" x 12.75"
FULL PAGE4 col x 12.75"	
HALF	A4 col x 6.25" B3 col x 8.5" C2 col x 12.75"
QUARTER	D2 col x 6.25" E3 col x 4" F4 col x 3"
EIGHTH	G1 col x 6.25" H2 col x 3"
SIXTEENTH	I1 col x 3"

THE BUSINESS TIMES
 609 NORTH AVENUE / 5
 GRAND JUNCTION, CO 81501
 PHONE: 970-424-5133 FAX: 970-424-5134
 THEBUSINESSTIMES.COM