2019
Advertising Specs & Info
products / guidelines / sizes / requirements / deadlines / glossary
Albuquerque Journal and its products are produced in Albuquerque, New Mexico and distributed throughout the state. The Journal is the largest outlet for print and digital media in New Mexico and prints products each day of the week, including community editions, tabloid sections and special supplements throughout the week and year.

**Readership Data**

**Cumulative Sunday Audience**
379,315 Unique Readers  
Mean Age: 50  
HHD Income: $62,207  
73% Home Ownership

**Cumulative Daily (Mon - Sat) Audience**
304,224 Unique Readers  
Mean Age: 53  
HHD Income: $62,648  
71% Home Ownership

**Print Products**

Albuquerque Journal (Monday – Saturday)  
The Sunday Journal

**Journal Sections**
- News (Daily)
- Metro & New Mexico (Daily)
- Sports (Daily)
- Education (Monday)
- Health (Tuesday)
- Food (Wednesday)
- Go (Thursday)
- Fetch (Friday)
- Senior (Saturday)
- DRIVE (Saturday)
- Life in New Mexico (Sunday)

**Zoned/Branded Editions**
- Journal North (Sunday)
- Rio Rancho Observer (Sunday)
- Valencia County News-Bulletin (Thursday)
- El Defensor Chieftain (Thursday)

**Weekly Publications**
- Business Outlook (Monday)
- Venue (Friday)
- TV Now (Saturday)
- Homestyle (Saturday)

**Special Sections**
- See Special Sections supplements for more information.

**Digital Products**

abqJournal.com  
4 million average pageviews/month

abqJournal.com Sections  
Front Page, News, Sports, Jobs  
Obits, Homestyle

Tablet & Smartphone  
eJournal Digital Replica  
(17,291 monthly unique users)  
eJournal Interstitial

abqjournal Social Media  
Facebook page Boosted Posts

**Newsletters**
- Breaking News (Daily, 9,626 subscribers)
- Business (Weekdays, 4,268)
- North / Santa Fe (Tues - Sat, 3,385)
- Sports (Daily, 3,185)
- Obituaries (Daily, 2,756)
- Entertainment (Fridays, 2,754)

**Additional Services**
- Category Targeting, Geo-Targeting
- Consumer Segment Targeting  
(Age, Income, etc.)
- Geo-Fencing, DMA / ZIP Code / Radius
- Content Targeting
- Reputation Management & Listing Services
- Website Creation & Management, SEO/SEM
- Content & Experience Services
- Social Marketing & Management
- Facebook Advertising  
Email Blasts  
Design & Branding

**About the Journal**

Albuquerque Journal and its products are produced in Albuquerque, New Mexico and distributed throughout the state. The Journal is the largest outlet for print and digital media in New Mexico and prints products each day of the week, including community editions, tabloid sections and special supplements throughout the week and year.
Readership and User Information
April 2019

*GOOGLE ANALYTICS, MARCH 2019
**SITE REGISTRATION, APRIL 11, 2019
‡ SCARBOROUGH, ALBUQUERQUE, NM 2018 RELEASE 1, MARCH 2017 – MARCH 2018
† ALLIANCE FOR AUDITED MEDIA, Q1 2018, TOTAL CIRCULATION EXCLUDING OTHER AFFILIATED PUBLICATIONS

<table>
<thead>
<tr>
<th>CBSA ‡</th>
<th>INTEGRATED NEWSPAPER AUDIENCE ‡</th>
<th>SUNDAY PRINT (CUME) ‡</th>
<th>DAILY PRINT (CUME) ‡</th>
<th>EJOURNAL (CUME) ‡</th>
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<tbody>
<tr>
<td>POPULATION</td>
<td>1,487,264</td>
<td>408,521</td>
<td>379,315</td>
<td>304,224</td>
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<td>AGE (MEAN)</td>
<td>47</td>
<td>51</td>
<td>50</td>
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<tr>
<td>HHD INCOME</td>
<td>$62,050</td>
<td>$64,025</td>
<td>$62,207</td>
<td>$62,648</td>
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<tr>
<td>HOMEOWNER</td>
<td>72%</td>
<td>69%</td>
<td>73%</td>
<td>71%</td>
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AAM Audit - 2018 †

<table>
<thead>
<tr>
<th>HOUSEHOLD DISTRIBUTION</th>
<th>THE SUNDAY JOURNAL</th>
<th>JOURNAL DAILY</th>
<th>RIO RANCHO OBSERVER</th>
<th>JOURNAL NORTH</th>
<th>VALENCIA COUNTY NEWS-BULLETIN</th>
<th>EL DEFENSOR CHIEFTAIN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>102,014</td>
<td>78,984</td>
<td>22,706</td>
<td>20,862</td>
<td>16,338</td>
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</tr>
</tbody>
</table>

abqJournal.com*

1,306,777 UNIQUE VISITORS
4,044,241 PAGE VIEWS
2,359,289 VISITS

EMAIL NEWSLETTERS**

OVER 600,000 NEWSLETTERS DISTRIBUTED MONTHLY
9,626 SUBSCRIBERS / DAILY & BREAKING NEWS
4,268 SUBSCRIBERS / DAILY BUSINESS & BUSINESS INSIDER
3,185 SUBSCRIBERS / SPORTS
3,385 SUBSCRIBERS / JOURNAL NORTH
2,756 SUBSCRIBERS / OBITUARIES
2,754 SUBSCRIBERS / ENTERTAINMENT

SOCIAL MEDIA FOLLOWERS**

102,076 FACEBOOK
80,361 TWITTER
4,643 INSTAGRAM

JournalREWARDS ★

8,703 ACTIVE USERS**
At Albuquerque Journal, our 70+ full-time journalists and 4 community papers cover more of what matters to New Mexico — all day, every day. Our reporters deliver local, regional, national and international news and perspective like no one else in New Mexico.

**Monday Journal**

Monday brings you **Business Outlook**, with news on openings and New Mexico’s business community and the **Education** section, with stories on schools and learning.

**Tuesday Journal**

The Tuesday **Health** section provides information and articles on mental and physical well-being.

**Wednesday Journal**

The **Food** section brings you recipes, food trends and cooking tips for the kitchen.

**Thursday Journal + Community Papers**

Every Thursday, Socorro and Valencia Counties receive local news, sports and coverage through the **El Defensor Chieftain** and **Valencia County News-Bulletin**, respectively.

Inside the Journal, **Go!** gives you info on outdoor activities, gear reviews and the best NM destinations.

**Friday Journal**

Friday brings you our local events and entertainment guide, **Venue**. Find special features on pets and animals in **Fetch**.

**Everyday**

Local News, Nation & World
Metro & NM
Sports
Business
Weather
Op-Ed & Letters
Puzzles
Comics
Classifieds
Obituaries

**Monday**

Business Outlook
Education

**Tuesday**

Health

**Wednesday**

Food

**Thursday**

Go!

**Friday**

Venue
Fetch

**Saturday**

Homestyle
TV Now
Seniors
DRIVE

**Sunday**

Life in New Mexico
Parade
Sunday Coupons/ Circulars
Dimension
Employment & Real Estate
Color Comics

**Community Papers**

Journal North
Rio Rancho Observer
Valencia County News-Bulletin
El Defensor Chieftain (Socorro)

**abqjournal.com**

Breaking News
Classifieds
Open Houses
Obituaries
Newsletters
Letters to the Editor
The Daily Journal North via our house listings for the coming Daily Journal. Rob Doughty attended by of February. New Regent President asked National Weather Service and in New Mexico for long, has commission meetings online, of child on social media website Twitter.

JOURNAL STAFF WRITER
TO TOMÉ HILL
A2
HOROSCOPE
I

HOBBS REJECTS $600 CAMERA
C1
FRIDAY

THE ASSOCIATED PRESS

Nine New Mexicans have died of flu-related illness this season — a figure similar to that of last year on small dogs that attack and kill people's property, the entire lot may be high noon, but, may be long with robbery is now state capital — even before the defense continues to focus on social media website Twitter.

B5
HOROSCOPE
CLASSIFIEDS

Hobbs rejects $600 camera
C1
821-1111
C4
B5

Weatherline shows that the weather forecast on her phone matches the actual dusty weather. While waiting for the Rail Runner in Four Hills. The attacking dogs would immediately seize from the inside of Carol and Romero said it doesn't appear from the inside of Carol and Romero said it doesn't appear. Romero said it doesn't appear.

BY CHRIS QUINTANA
Dogs that attack and kill property, the entire lot may be high noon, but, may be long with robbery is now state capital — even before the defense continues to focus on social media website Twitter.

CROSSWORD
ROBERTO E. ROSALES/JOURNAL

For Zuercher, one of Keith's three elderly siblings, the cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was more cough was 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2019 Print Advertising Sizes

Broadsheet Ad Sizes

Full Page
- 6 COL. X 20.5 IN.
- (10 IN. X 20.5 IN.)
- 123 COLUMN INCHES

Double Truck
- 13 COL. X 20.5 IN.
- (21 IN. X 20.5 IN.)
- 266.5 COLUMN INCHES

Retail Column Widths

<table>
<thead>
<tr>
<th>Width</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1.575”</td>
</tr>
<tr>
<td>2</td>
<td>3.26”</td>
</tr>
<tr>
<td>3</td>
<td>4.945”</td>
</tr>
<tr>
<td>4</td>
<td>6.63”</td>
</tr>
<tr>
<td>5</td>
<td>8.315”</td>
</tr>
<tr>
<td>6</td>
<td>10”</td>
</tr>
</tbody>
</table>

Max Ad Depth
- 20.5”

Retail Gutter: 0.11 IN

3/4 page
- 6 COL. X 15 IN.
- (10 IN. X 15 IN.)
- 90 COLUMN INCHES

2/3 page
- VERTICAL
- 4 COL. X 20.5 IN.
- (6.63 IN. X 20.5 IN.)
- 82 COLUMN INCHES
- HORIZONTAL
- 6 COL. X 13.5 IN.
- (10 IN. X 13.5 IN.)
- 81 COLUMN INCHES

3/16 page
- 3 COL. X 7.5 IN.
- (4.945 IN. X 7.5 IN.)
- 22.5 COLUMN INCHES

Half page
- HORIZONTAL
- 6 COL. X 10 IN.
- (10 IN. X 10 IN.)
- 60 COLUMN INCHES
- VERTICAL
- 3 COL. X 20.5 IN.
- (4.945 IN. X 20.5 IN.)
- 61.5 COLUMN INCHES

1/3 page
- HORIZONTAL
- 6 COL. X 6.5 IN.
- (10 IN. X 6.5 IN.)
- 39 COLUMN INCHES
- VERTICAL
- 2 COL. X 20.5 IN.
- (3.26 IN. X 20.5 IN.)
- 41 COLUMN INCHES

Quarter page
- HORIZONTAL
- 6 COL. X 4.75 IN.
- (10 IN. X 4.75 IN.)
- 28.5 COLUMN INCHES
- VERTICAL
- 3 COL. X 10 IN.
- (4.945 IN. X 10 IN.)
- 30 COLUMN INCHES

1/6 page
- VERTICAL
- 1 COL. X 20.5 IN.
- (1.575 IN. X 20.5 IN.)
- 20.5 COLUMN INCHES
- HORIZONTAL
- 3 COL. X 6.75 IN.
- (4.945 IN. X 6.75 IN.)
- 20.25 COLUMN INCHES

1/8 page
- 3 COL. X 4.75 IN.
- (4.945 IN. X 4.75 IN.)
- 14.25 COLUMN INCHES

1/12 page
- 3 COL. X 3.25 IN.
- (4.945 IN. X 3.25 IN.)
- 9.75 COLUMN INCHES

1/16 page
- 3 COL. X 2.25 IN.
- (4.945 IN. X 2.25 IN.)
- 6.75 COLUMN INCHES

CUSTOM AD SIZES AVAILABLE. CONTACT YOUR ACCOUNT REPRESENTATIVE FOR DETAILS.
### Tabloid Ad Sizes

#### Two-Page Spread
- 13 COL. X 10 IN. (21 IN. X 10 IN.)
- 130 COLUMN INCHES

#### Full Page
- 6 COL. X 10 IN. (10 IN. X 10 IN.)
- 60 COLUMN INCHES

#### 2/3 page
- 4 COL. X 10 IN. (6.63 IN. X 10 IN.)
- 40 COLUMN INCHES

#### Half page
- HORIZONTAL
  - 6 COL. X 4.75 IN. (10 IN. X 4.75 IN.)
  - 28.5 COLUMN INCHES
- VERTICAL
  - 3 COL. X 10 IN. (4.945 IN. X 10 IN.)
  - 30 COLUMN INCHES

#### cover/inside banner
- HORIZONTAL
  - 6 COL. X 2 IN. (10 IN. X 2 IN.)
  - 12 COLUMN INCHES

### Quarter page
- HORIZONTAL 2
  - 2 COL. X 4.75 IN. (3.26 IN. X 4.75 IN.)
  - 9.5 COLUMN INCHES
- VERTICAL
  - 1 COL. X 10 IN. (1.575 IN. X 10 IN.)
  - 10 COLUMN INCHES

#### 1/3 page
- HORIZONTAL
  - 6 COL. X 3.25 IN. (10 IN. X 3.25 IN.)
  - 19.5 COLUMN INCHES
- VERTICAL
  - 2 COL. X 10 IN. (3.26 IN. X 10 IN.)
  - 20 COLUMN INCHES

#### 1/6 page
- HORIZONTAL
  - 3 COL. X 3.25 IN. (4.945 IN. X 3.25 IN.)
  - 8.75 COLUMN INCHES
- HORIZONTAL 2
  - 2 COL. X 4.75 IN. (3.26 IN. X 4.75 IN.)
  - 9.5 COLUMN INCHES
- VERTICAL
  - 1 COL. X 10 IN. (1.575 IN. X 10 IN.)
  - 10 COLUMN INCHES

#### 1/8 page
- HORIZONTAL
  - 4 COL. X 4.75 IN. (7.875 IN. X 4.75 IN.)
  - 19 COLUMN INCHES
- VERTICAL
  - 2 COL. X 9.5 IN. (3.7 IN. X 9.5 IN.)
  - 19 COLUMN INCHES

#### 1/12 page
- HORIZONTAL
  - 2 COL. X 2.25 IN. (3.7 IN. X 2.25 IN.)
  - 4.5 COLUMN INCHES
- VERTICAL
  - 1 COL. X 2.25 IN. (1.575 IN. X 2.25 IN.)
  - 4.5 COLUMN INCHES

### Magazine Ad Sizes

#### Full page
- 4 COL. X 9.5 IN. (7.5 X 9.5 IN.)
- 38 COLUMN INCHES

#### Half page
- HORIZONTAL
  - 4 COL. X 4.75 IN. (7.875 IN. X 4.75 IN.)
  - 19 COLUMN INCHES
- VERTICAL
  - 2 COL. X 9.5 IN. (3.7 IN. X 9.5 IN.)
  - 19 COLUMN INCHES

#### Eighth page
- 2 COL. X 2.25 IN. (3.7 IN. X 2.25 IN.)
- 4.5 COLUMN INCHES

### Classified Specifications

#### Classified Column Widths
| 1  | 1.18” |
| 2  | 2.44” |
| 3  | 3.7”  |
| 4  | 4.96” |
| 5  | 6.22” |
| 6  | 7.48” |
| 7  | 8.74” |
| 8  | 10”   |

#### Max Ad Depth
- 20.5”

CLASSIFIED GUTTER : 0.08 IN
**2019 Digital Sizing, Standards & Deadlines**

**abqjournal.com only**

**Super Leaderboard** / 970 x 90
- 200kb, desktop only
- no expansion
- up to 15 sec animation
- no video
- .jpg, .png, .gif, html5

**abqjournal.com & Audience Extension**

**Medium Rectangle** / 300 x 250
- 200kb, all devices
- no expansion
- video* or animation allowed
- .jpg, .png, .gif, html5, .mp4

**Smartphone Static Wide Banner** / 320 x 50
- 50kb, mobile only
- no expansion
- up to 15 sec animation
- no video
- .jpg, .png, .gif, html5
- must have 1px border

**Half Page** / 300 x 600
- 200kb, all devices
- no expansion
- up to 15 sec animation
- no video
- .jpg, .png, .gif, html5

**Wide Skyscraper** / 160 x 600
- 200kb, desktop only
- no expansion
- up to 15 sec animation
- no video
- .jpg, .png, .gif, html5

**Audience Extension Only**

**Leaderboard** / 728 x 90
- 200kb, tablet only
- no expansion
- up to 15 sec animation
- no video
- .jpg, .png, .gif, html5

*Journal Video Specifications*

- 24 frames per second
- 15 sec max length without user activation
- unlimited length with user activation
- sound on-click
- 1mb load without user activation
- unlimited load with user activation
**Email Blast Specifications**

**Email Blast / 640 X 1200±600PX**

- 300kb for all assets
- No animation
- No video
- Requires copy provided as Word doc or txt file
- Photos as .jpg, .png, .gif
- Finished file is hosted html5

Links should included with assets

Single image email blast not accepted due to deliverability standards

**Direct email requires five (5) working days before the blast date:**

- **2 days** for design, coding and proofing,
- **3 days** for spam and deliverability testing; and targeting setup.

---

**Pushdown / 970 x 415**

970 x 90 (closed standalone)

- 200kb
- 15 sec animation
- Expands/closes on click
- Video available
  - .jpg, .png, .gif, html5

**Wallpapers / 350 X 1000**

250 X 765 TEXT AREA / 80PX TOP MARGIN

- 200kb for both
- No animation
- No video
- Only available combined with 970 x 415
- Visible above 1500 px
  - .jpg, .png, html5

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**Digital Ad Materials Deadlines/Turnarounds**

All digital ads finalize 2 days before publication, by 5pm.

Any ads not in by this time will have their publication date moved back according to need and build time required.

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>WORKING HOURS BEFORE DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Camera-ready Ads Check</td>
<td>8</td>
</tr>
<tr>
<td>Pickup with Change</td>
<td>8 – 16*</td>
</tr>
<tr>
<td>New Build</td>
<td>16</td>
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</table>

<table>
<thead>
<tr>
<th>ADD-ONS</th>
<th>ADDITIONAL WORKING HOURS BEFORE DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td>24</td>
</tr>
<tr>
<td>Animation</td>
<td>24</td>
</tr>
</tbody>
</table>

Each add-on (video, animation) will increase the turnaround time for each batch of ads the add-on is being applied to.

*dependent on degree of change
Advertising Art Definitions

Camera-ready
Provide by noon, day of deadline
Any ad submitted by a client that is simply processed into our ATEX system with no changes. Creative Services checks all camera-ready ads for any errors related to sizing, color and reproduction.

Pickups
Provide by noon, day of deadline
Any ad that ran in the Albuquerque Journal or a related product that requires no change to run again. Pickups are always required upon re-submission of an art file.

Pickup/art with change - minor change
Provide one working day (8 working hours) prior to required proof
Pickups with Change are the most diverse category of art and can require variable amounts of work depending on provided art, existing art and supplied copy.

Minor changes consist of small changes to copy such as a date or name change, changing out a photo or removing a part of a layout. These can still take a notable amount of time, based on what’s provided and the existing file.

Major changes consist of substantial changes to at least 40% of an ad. These include — but are not limited to — copy, layout, photography and/or size. Major changes usually require correspondence with the client; art and copy requests; and potentially unexpected adjustments.

Builds
Provide at least two working days (16 working hours) prior to required proof
Builds are requested ads that have no prior art and must be designed and produced from scratch. The time frame for these ads is required to layout art and copy, and to allow time for changes and edits, which may be substantial.

Specs
Provide at least three working days (24 working hours) prior to required proof
Specs should be planned and iterated to create a targeted marketing piece for a client. These are also produced with extra time to allow collection of assets, research and because they are the lowest priority ads.
### Retail Deadlines

<table>
<thead>
<tr>
<th>Publications</th>
<th>Space Reservation Deadline</th>
<th>Builds Due</th>
<th>Camera-ready/Pickups Due**</th>
<th>Art Finalized***</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal Tuesday</td>
<td>Friday, Noon</td>
<td>Thursday, Noon</td>
<td>Monday, Noon</td>
<td>Monday, 5pm</td>
</tr>
<tr>
<td>Journal Wednesday</td>
<td>Friday, 5pm</td>
<td>Friday, Noon</td>
<td>Tuesday, Noon</td>
<td>Tuesday, 5pm</td>
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<tr>
<td>VCNB</td>
<td>Friday, 5pm</td>
<td>Friday, Noon</td>
<td>Tuesday, Noon</td>
<td>Tuesday, 5pm</td>
</tr>
<tr>
<td>El Defensor Chieftain</td>
<td>Friday, 5pm</td>
<td>Friday, Noon</td>
<td>Tuesday, Noon</td>
<td>Tuesday, 5pm</td>
</tr>
<tr>
<td>Journal Thursday</td>
<td>Monday, 5pm</td>
<td>Monday, Noon</td>
<td>Wednesday, Noon</td>
<td>Wednesday, 5pm</td>
</tr>
<tr>
<td>Venue (Fri.)</td>
<td>Monday, 5pm</td>
<td>Monday, Noon</td>
<td>Wednesday, Noon</td>
<td>Wednesday, 5pm</td>
</tr>
<tr>
<td>Journal Friday</td>
<td>Tuesday, 5pm</td>
<td>Tuesday, Noon</td>
<td>Thursday, Noon</td>
<td>Thursday, 5pm</td>
</tr>
<tr>
<td>Homestyle (Sat.)</td>
<td>Tuesday, 5pm</td>
<td>Tuesday, Noon</td>
<td>Thursday, Noon</td>
<td>Thursday, 5pm</td>
</tr>
<tr>
<td>TV Now (Sat.)‡</td>
<td>Tuesday, 5pm‡</td>
<td>Monday, Noon‡</td>
<td>Wednesday, Noon‡</td>
<td>Wednesday, 5pm‡</td>
</tr>
<tr>
<td>Rio Rancho Observer (Sun.)</td>
<td>Wednesday, 5pm</td>
<td>Wednesday, Noon</td>
<td>Friday, Noon</td>
<td>Friday, 5pm</td>
</tr>
<tr>
<td>Journal Saturday</td>
<td>Wednesday, Noon</td>
<td>Wednesday, Noon</td>
<td>Friday, Noon</td>
<td>Friday, 5pm</td>
</tr>
<tr>
<td>Journal Sunday</td>
<td>Wednesday, 5pm</td>
<td>Wednesday, Noon</td>
<td>Friday, Noon</td>
<td>Friday, 5pm</td>
</tr>
<tr>
<td>Journal North (Sun.)</td>
<td>Thursday, 1pm</td>
<td>Wednesday, Noon</td>
<td>Friday, Noon</td>
<td>Friday, 5pm</td>
</tr>
<tr>
<td>Journal Monday</td>
<td>Thursday, 5pm</td>
<td>Wednesday, Noon</td>
<td>Friday, Noon</td>
<td>Friday, 5pm</td>
</tr>
<tr>
<td>Business Outlook (Mon.)</td>
<td>Thursday, Noon</td>
<td>Wednesday, Noon</td>
<td>Friday, Noon</td>
<td>Friday, 5pm</td>
</tr>
</tbody>
</table>

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### Classified Deadlines

<table>
<thead>
<tr>
<th>Publications</th>
<th>Space Reservation Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal Tuesday</td>
<td>Monday, 5pm</td>
</tr>
<tr>
<td>Journal Wednesday</td>
<td>Tuesday, 5pm</td>
</tr>
<tr>
<td>VCNB</td>
<td>Monday, 3:30pm</td>
</tr>
<tr>
<td>El Defensor Chieftain</td>
<td>Monday, 3:30pm</td>
</tr>
<tr>
<td>Rio Rancho Observer</td>
<td>Wednesday, 5pm</td>
</tr>
<tr>
<td>Journal Thursday</td>
<td>Wednesday, 5pm</td>
</tr>
<tr>
<td>Journal Friday</td>
<td>Thursday, 5pm</td>
</tr>
<tr>
<td>Journal Saturday</td>
<td>Friday, 4pm</td>
</tr>
<tr>
<td>Journal Sunday</td>
<td>Friday, 5pm</td>
</tr>
<tr>
<td>Journal North</td>
<td>Friday, 5pm</td>
</tr>
<tr>
<td>Journal Monday</td>
<td>Friday, 5pm</td>
</tr>
</tbody>
</table>

*An early proof on built ads will also require early submission, providing at least 16 working hours for construction.

**A pickup from a previously run ad is counted as a camera-ready ad. Any pickup requiring changes will need to be submitted at least 8 working hours before camera-ready deadline.

***Any art/changes submitted after deadline may not be proofed, or will be proofed late, due to deadlines. Any art/changes submitted after deadline may not be made to meet press deadlines.

‡ TV Now deadlines are all one week in advance of publication.

† Venue North publishes the first Friday of each month. Deadline days take place in the days prior to publication.
Newspaper printing is an industrial process, designed to be fast and economical. Designing pieces for newspaper printing is quite different than producing for magazine or the web. Colors won't look as bright or vibrant on newsprint vs. a computer screen.

Newsprint is a relatively low grade of paper. The print quality is not as sharp as other kinds of paper that you might be familiar with (magazines, for example), and it's not as bright white as office copier paper. It's not possible to print a true deep black. Blacks will look more like dark greys in print.

This doesn't mean that your newspaper advertisement won't look good, but it does help to design with newspaper printing in mind.

Please follow these simple steps for the best reproduction of your newspaper advertisements in the printed editions of the Journal.

If you have questions please feel free to email our creative services team at cas@abqpubco.com.

**Print Ad Guidelines**

**Screen Ruling**
The Albuquerque Journal is printed at 100 lines per inch.

**Color**
All elements should be in CMYK mode for print. If your advertisement is running black and white, then all artwork and colors should be black and shades of gray (C:0 M:0 Y:0 K:0-100).

If your advertisement is running with color then all artwork and colors should utilize the CMYK color model for the color artwork and fonts. Blacks and grays should only be built with K.

Newspaper production does not offer spot or Pantone® color reproduction.

Make sure that no RGB color exists anywhere in your creative.

**Dmax**
Total ink density (Dmax) cannot exceed 220% in any area including solid colors.

**General Dot Gain**
Expect an average 22-30% dot gain. See Appendix B for dot gain curve.

**Highlight Dot**
Use a 5% to 7% dot for the smallest highlight meant to hold detail in the halftones.

**Midtone Dot**
Prepare materials to compensate for a 22%-30% midtone dot gain. As a note, 30% is the absolute maximum of the standard.

**Shadow Dot**
80%-85% in shadow areas intended to hold detail. Areas greater than 85% will likely print solid.

**Flat Tint**
No less than 10% is recommended for a flat tint for consistent reproduction.

**Contrast**
For newspaper reproduction your images will typically look “blown out” to the point of losing the finest of detail.

Maintain a 20% difference in shades of black for reproduction. Particularly if your creative is a “dark-on-dark” design scheme.

If your advertisement is color, consider creating a temporary creative version that converts all colors to gray-scale. Then check for that 20% difference.

**ICC Profiles**
Separations for the Albuquerque Journal are based on two ICC profiles:
- **Color profile:** Snap220.icc
- **Black & White profile:** Snap 09 White backing gray profile.icc

**Fonts/Type**
All fonts used should be Type 1 PostScript. TrueType fonts are not supported.

One-color Type should not go below 6 points in size.

Type built from multiple CMYK colors should be at least 10 pts in size and should utilize a heavier font weight (Roman/Regular/55 and above)

Reverse type is acceptable, but should be no less than 10 point sans serif for reversion out of single-inks and no less than 14 point for two or more inks.

Screened type reversed in a solid color must not exceed 20% tint of that color.

Surprinted type is not recommended in areas exceeding 30% tonal value. Yellow should not be used.

Any typography made with fonts outside the Adobe Font library should be outlined in camera-ready and build materials.

**Images**
Keep your images prepared at a resolution of 170-250 ppi at full size (220 ppi is our preferred resolution). Higher resolution photos will only increase the file size and will not result in better printing. Images lower than 150ppi will generally reproduce poorly and web images (72–96 ppi) reproduce exceptionally poor on newsprint and can have issues with 4-color blacks.

For working files, embed images in your Illustrator documents and package files for InDesign. Photoshop files should be at 220ppi. Not following these steps for working files will cause multiple issues and will be returned to the client with a request for the original image.

Line art should be sent as a vector, such as an Illustrator EPS, or outlined in InDesign.
Print Ad Design

The Journal, and all newspapers, are printed using a CMYK color production process. All colors are made of mixtures of cyan, magenta, yellow, and/or black inks. All computers use an RGB (red, green and blue) color system. The two modes make exact color match impossible — colors will look different in the newspaper, compared to how they look on screen.

- Most colors will look lighter in print than they do on screen, and colors with under 30% ink coverage may not print at all.
- Simple colors work best - it’s easier to predict how they will print.
- Turn down the brightness of your monitor when designing for newspaper reproduction.
- Choose photos and artwork carefully.
- Photo submissions for section covers must be shot on a high-quality DSLR camera. Images should be delivered in RAW or JPG format. The Journal will color correct to work with newsprint.
- Because newsprint is thin, we reduce all files to a max ink coverage of 220%

Some guidelines on composing photos:

- Choose photos with a good range of mid-tones, and enough contrast between important details. There is less contrast between light and dark areas on newsprint. Editing for higher contrast can help.
- Avoid artwork with large dark areas. Details in dark areas will merge together into one flat color. Additionally, pale, subtle tones are likely to look washed out in print.
- Artwork, and fonts, with a thin line stroke or font should be avoided as dot gain can compromise the fonts look and feel.
- Make sure that text and details contrast with the background. There will be less contrast between light and dark in your printed newspaper.
- Skin tones, which often contain magenta and yellow, may look too orange or red in print. You can compensate by toning down magenta and yellow in your photos.
- Folding and alignment isn’t exact. Artwork on one side of a sheet may be a few millimeters misaligned with the other side.
- If your design is a spread, printed across separate pages, avoid having important details going across the middle as there might be a gap or misalignment between the two halves.

White text on newsprint

White text over a CMYK background can end up looking ‘fuzzy’ due to misalignment of the web of paper as it prints through the press. White knockouts over a non-uniform (gradient) CMYK background causes reproduction trouble. Use these only under advisement.

Rich Black

Rich black (sometimes called four-color black) should not be used on newsprint as a general rule. The only exceptions for rich blacks involve using it to avoid traps (Also see glossary: Knockouts) in color reproduction or with limited use in photography.

Adobe Photoshop, and sometimes Illustrator, defaults to using rich black for black. Artwork originally in RGB color space — converted to CMYK — will contain rich black, particularly in type.

The Journal reserves the right to remove rich black in any submitted ad or artwork due to the issues it causes.

Advertisement Size

Check the vertical and horizontal measurements of your advertisement before sending it in. Measurements are generally expressed in the fashion of ‘number of columns’ by the inches decimal depth of the advertisement. Ask your sales rep if any clarifications

Color Consideration

At roughly 120,000 pages per hour, newspaper presses print color one plate (or CMY color) at a time and then prints the key color, or black. The press is constantly manipulated throughout the run to maintain tension on the paper and register of color, so you will see variance in different copies of the same paper.

Registration

Registration, or how those separate printings of primary colors on the paper line up — may misalign during the press run. Press operators are constantly looking for registration slippage and adjusting all the time.

Design your color with this in mind. Simplicity in color builds helps to minimize variance in color appearance.

Note that CMYK used for the printed newspaper is a very different (limited) color space that that of the various RGB families of color space. The Journal uses sRGB color space when outputting for digital devices and SWOP5 CMYK for newsprint ads. See Appendix A for color gamut illustration.

Appendix A - Color Gamut

Appendix B - Dot Gain Curve
2019 Preprint Spadea Specs

Partial Spadea Positions & Sizes

Inside Flap + Full Page

Inside Flap + Full Page

15.5 in
20.7 in

Inside or Back Full Page

10 in
20.7 in

Inside Section Flaps / Inside and/or Outside A-Section Flap / Outside

FLAP
FLAP
FLAP

4.5 in
4.5 in
4.5 in
20.7 in

Inside View

Inside of Spadea can be one image.
See partial Spadea positions and sizes for other options
Inside - across margin (15.5 in x 20.7 in)

Full Spadea / Journal A-section

Full Spadea / Journal Inside Section

Inside View

Inside of Spadea can be one image.
See partial Spadea positions and sizes for other options
Inside - across margin (15.5 in x 20.7 in)

Outside View

Outside of Spadea is two images.
Back (10 in x 20.7 in)
Outside flap (4.5 in x 16.5 in)

Outside of Spadea is two images.
Back (10 in x 20.7 in)
Outside flap (4.5 in x 20.7 in)
**2019 General Rules & Guidelines**

**Rights and Guidelines**

A. Advertisers assume all liability for all content of advertisements printed.

B. Requests for position are granted when possible but are not guaranteed. Publisher will not be held liable for unfulfilled position requests including multiple page sections.

C. Liability for an error shall not exceed the cost of space occupied by error (not the space occupied by the entire ad). Publisher is not liable for inadvertent deletions or failure to publish ads.

D. No allowance made for errors that do not materially affect the value of the advertisement.

E. All disclaimers contained in insertion orders or contracts, such as “agent for,” are null and void and are superseded by this card.

F. Advertisements cancelled after deadline are subject to a late cancellation charge equal to 50% of the cost of the advertisement.

G. All reader style ads must carry a 2 pt. rule around the content. When simulating editorial content the word “Paid Advertisement” must appear above such ads in 10 pt. type.

H. All political ads are required to comply with the Federal Political Statements Law. Please contact your ad rep for details. Prepayment must be received prior to space reservation deadline.

I. Publisher reserves the right to cancel any advertisement at any time.

J. The Publisher reserves the right to revise advertising rates at any time upon 30 days notice. The Publisher reserves the right to revise or reject, in whole or in part any advertisement.

K. The Publisher reserves the right to approve or reject subject matter, wording, form, illustration and typography of all advertising.

**Contract and Copy Guidelines**

A. Rates listed apply only to respective advertising. See individual rate cards per ad type for other applicable rates and information. All rate cards available upon request.

B. Contract may be accepted from individual advertisers or include subsidiaries.

C. Advertisers signing contracts will be billed on current effective rate card and rebilled at earned rate if contract is not fulfilled.

D. Minimum depth of retail ads is one inch. Advertisers exceeding 19 inches depth for broadsheet publications, or 9 inches depth for tabloid publications, will be charged for the full publication depth.

E. Materials submitted are required to match minimum reproduction quality. See Print Production Specifications for details.

F. Print Ad Guidelines: Print-ready PDFs are required. Please contact your advertising representative for production guidelines. Working files may be requested to ensure reproduction standards are met.

G. All documents generated must be compatible with Adobe InDesign for output. We print at 1200 DPI with a 100 line screen. Please provide all graphics files with any ad submitted. When supplying photos, please scan at 220 DPI and no more than 150% of required size. Line art may be scanned at 400-600 DPI and no more than 150% of required size.

H. All print ads receive a search engine optimization upcharge of $30 per ad, up to $150 per month.

I. We can accept ads via email, upload (http://ads.abqpubco.com/art) or FTP for larger ads. Contact your sales rep for info.

J. Albuquerque Publishing Company will not be responsible for reproducing type fonts other than those from the Adobe Type Library. Albuquerque Publishing Company will neither guarantee reproduction, nor will it grant credit, for other fonts.

K. All print ads receive a keyword upcharge of $30 per ad.
Ink Transferal
The ink used to print traditional newspapers is very dry, so it rubs off very easily onto other pages or your fingers, especially from very heavily saturated pages. This is called ink transferal.

Bleed
Bleed is the area around the edge of your newspaper which contains artwork that will be trimmed off after printing. The position of the trimming line varies by a few millimeters, so having some extra printed design beyond the edge of your final paper means there won't be any unprinted edges if the trimming isn't completely accurate.

CMYK
The colors of the ink used to print your newspaper are cyan, magenta, yellow and the key color (black). These are known as CMYK colors.

Color profiles
Color profiles are standard ways of managing color. For example, to convert RGB to CMYK you might use a color profile. To print with the Journal you don’t need to use one - we will do that for you. However, if you do want to supply your file with a profile applied, a CMYK color profile such as SWCP (Uncoated) in Photoshop will work as a starting point for us.

Crop marks
Crop marks are used to show where the paper should be trimmed after printing. They should not be added to your PDF when sending to us.

Dots Per Inch / Pixels Per Inch
DPI/ PPI is the unit used to measure the quality, or resolution, of an image. The more dots of ink (or pixels) in each inch of an image there are, the better it will look. Images you view onscreen only need a resolution of 72dpi to look crisp, but images for print need a resolution of at least 150 - 220 dpi/ppi.

Endorse folding
All newspapers are folded once along the spine, but some of our newspapers are then folded in half again, perpendicular to the first fold. This second fold is called an endorse fold.

Full bleed
Full bleed means printing right to the edge of the paper with no margins.

Grayscale
A grayscale image is one made entirely from black and creates tone with tints of black (gray).

Gutter
The gutter is the inside margin or space between facing pages. Newspapers usually avoid printing across the gutter because of ink transfer but you can print "double truck" spreads if the ad position is available.

InDesign
InDesign is a design and layout software package made by Adobe.

Ink Transferal
The ink used to print traditional newspapers is very dry, so it rubs off very easily onto other pages or your fingers, especially from very heavily saturated pages. This is called ink transferal.

Knockout / Overprint
When multiple design elements are layered, they can interact in different ways. When the top element removes all color beneath it from lower layers, it is referred to as a knockout. When the layer adds color over the lower layers, it is an overprint. Each of these techniques are used for specific elements and situations. A general rule of thumb: the more elements a specific item interacts with, the more likely it should knowckj

Ink Coverage
Ink coverage is the amount of ink on the page at any given point. There can be from 0-100% of each color of ink. For example, a green color might be 50% cyan and 50% yellow. The highest ink coverage possible is 400% (100% of each of the four ink colors). Newsprint paper can take a maximum of 240% ink coverage.

Margin
This is the white space between the page content and the edge of the paper.

Newsprint
Newsprint is the type of paper usually used to print newspapers. It is a relatively low quality type of paper, supplied on a large roll or ‘web’. It usually contains a high proportion of wood pulp and has a distinctive off-white color.

Pantone®
A Pantone® color is a spot color of specially mixed colors of ink, printed with a separate plate on top of the CMYK process. We cannot print exact matches of the Pantone® spot colors.

PDF
PDF stands for Portable Document Format. It is a type of computer file and contains the content and layout of a document exactly as it will be printed. We use PDF files to print newspapers.

Pixilation
Something that looks pixelated has a blurry or mosaic appearance. If the images in the newspaper are of a low quality (or resolution), they can look pixelated in print.

Plates
Printing plates are used in offset newspaper printing processes to transfer the image onto the paper. Our traditional printing uses metal plates - one for each CMYK color.

Print Marks
These are the marks at the edge of your newspaper that are used by the printers for quality control of colors, and for guiding the machines that fold and trim your newspaper.

Proof
A dummy copy of a publication, usually for testing or proof-reading purposes.

Registration
In CMYK printing, each color of ink is printed by a separate plate. Registration refers to how well the plates are aligned with each other.

Registration black
Also known as 4-color black. Registration black is used by printers to check the color alignment. It’s made of 100% of each color of ink used in printing and should never be used in artwork.

Resolution
Resolution is the number of colored squares (ie. pixels or dots) per inch that are used to create a picture. A low resolution picture will look blocky or pixelated. A high resolution picture will look clear and sharp.

RGB
Colors on a computer screen, created by a mix of red, green and blue light are known as RGB colors.

Rich black
Rich black is a black made from a mix of CMYK inks. Pure black ink will print black, but a warmer, cooler or deeper black can be made by mixing other colors with the black. We do not allow rich blacks for newspaper printing as it causes problems with registration and ink transferal, with limited exceptions.

Safe area
When setting up a document for a trimmed newspaper, the safe area is the area in which text and images can be placed with no risk of them being chopped when the newspaper is trimmed. The safe area is usually 10mm from the trim line.

Show through
Areas where artwork shows through to the other side of the page in a printed newspaper.

Slug
The slug is the part of a print file that is outside the print and bleed area. It usually contains printing information and color bars. Slugs should not be added to your PDF for printing with the Journal.

Spot Colors
Spot colors are specially mixed colors of ink, printed with a separate plate on top of the CMYK process. We do not print spot colors outside of CMYK.

Trim Line
The trim line is where we aim to cut the printed newspaper if the edge is being trimmed (like a tabloid). Actual trimming may vary a few mm from each side of the trim line.

Trimming
Trimmed newspapers like tabloids have the edges cut off after printing, allowing for full bleed artwork (where the artwork goes right to the edge of the page), and smooth edges.