

Welcome!

Whether you've been a regular advertiser with us for some time or are just now submitting your first ad, we want to thank you and let you know that our goal is to work with you in making your commitment a successful one.

To help ensure that, you will need to know that there are shared responsibilities, expectations, and procedures that need to be understood and maintained. This Customer Service Guide will serve not only as a reminder for some of you, but as a guide for everyone who conducts business with The State Press and Student Media.



Student Media

Contacts

You may have already been contacted by one of our full-time, or student Sales Representatives. If so, and you have decided to advertise with us, that rep will become your contact and will be the person to service your account. If you have no representative, would like to know more about terms and conditions, or want to make some general inquiries, please call 480-965-6555. If, after that point you would like to place an ad, a representative will be assigned to you to follow up and help you in any way they can.


Timetables and Deadlines

The following timeline is a general overview describing the phases of production from the moment you submit a request to final approval, placement in the paper, printing and delivery. Not all of them are specific to you, the advertiser, but knowing just how many people and processes are involved, and how accountable they are to one another, will give you a better understanding of how the overall process comes together. Note: The times and processes specific to you are indicated with a "★".


Depending on the particular phase of production there is limited flexibility in accommodating situations outside what has been established. It is **VERY** important that you keep these processes and deadlines in mind when planning to advertise with us.


► Ad Submission: 2 Days Before Issue Date


 **2:00 PM★**
• Deadline for all ads requested to run in the issue 2 days out.


 **3:00 PM - 5:00 PM**
• Run Sheet (ad list) generated. Forwarded to Production Department.
• Paper is dummed (page count, layout, and ad placement are determined)
• Design/Production of ads begins. Proofs sent if completed.


► Production and Approval Process: 1 Day Before Issue Date

 **9:00 AM**
• First proofs submitted to Sales Rep. (if not provided earlier). Forwarded on to client.


 **10:00 AM★**
• First internal review of production status of your ad.
• Clients are contacted as necessary for late content or to confirm approval.

 **1:00 PM★**
• Second internal review of production status of your ad.
• Clients are contacted as necessary for late content or to confirm approval.

 **2:00 PM★**
• Deadline for receipt of all Camera-Ready ads
• Client will be notified immediately if there are any issues regarding (supplied) file.

 **3:00 PM★**
• Deadline for confirmation and approval of your ad based upon latest (final) proof.

 **3:15 PM**
• Evening staff and Editorial review final layout (budget meeting).

 **5:00 PM - 11:00 PM**
• Evening staff and Editorial finalize edition (news and content).

 **11:30 PM**
• Final pages are uploaded to printer. Printing takes place between 1:00 and 4:00 AM.

► Issue Date

 **7:00 - 7:30 AM★**
• Delivery of the paper begins to Tempe and satellite campus kiosks, news stands, and off-campus locations

Ad Sizes

Below is a simple chart showing the sizes for both **Display** and **Classified Display** ads. We describe these dimensions in **(Column Width) by (Inches in Height)**. For example, a 3 x 8 (or quarter-page) ad would be 5.11" wide by 8" tall. Both inches and points measurements for column widths are shown; depending on if you are creating your own camera-ready ad and what system you prefer to use.

Columns	=	Display		Classified Display	
		(INCHES) WIDTH	(POINTS)	(INCHES) WIDTH	(POINTS)
1	=	1.61"	-or- 116pt	1.34"	-or- 96pt
2	=	3.36"	-or- 242pt	2.85"	-or- 205pt
3	=	5.11"	-or- 358pt	4.35"	-or- 313pt
4	=	6.86"	-or- 494pt	5.85"	-or- 421pt
5	=	8.61"	-or- 620pt	7.36"	-or- 530pt
6	=	10.36"	-or- 742pt	8.87"	-or- 638pt
7	=	NA		10.38"	-or- 747pt
DoubleTruck		=	21.35"	-or-	1537pt

File Types and Formats

There are various file types or descriptions of production as well as file formats that you need to be aware of in order to expedite your request and assure greater accuracy.

There are essentially 5 types of files that we include in our process. They are as follows:

► Spec Ad

This is part of our design service to help you with your first ad. Since there are currently no charges for this service we do require as much involvement on your part as possible in order to expedite the process of bringing a concept to life. To help you with that we have created an **Input Request Form** (see pg. 5). This is something you can take on yourself or with the help of a Sales Representative, if needed. The purpose of this form is to provide you with the opportunity to describe your idea in as much detail as possible. It also suggests a number of items that you should strongly consider before submitting your request. The more information we have from the start the easier it will be for both Sales and Production to convey your message in the manner, and look, to meet your expectations.

Proofing Process - Review and Approval

Concept Proof: Initial concept based on the discussions with your Sales Representative and details derived from your Input Request Form. This proof may contain a watermark to prevent duplication prior to being a paid placement in the paper. A formal agreement to run the ad (with its terms and conditions) must be made **prior to** additional revisions being made.

Revised Proof #1: Unless the Concept Proof is exactly what you had in mind, we will make up to 2 additional revisions to the ad based upon the initial concept proof as much as possible. You will need to contact your Sales Rep as soon as possible with the

changes you have in mind. They will then forward those on to Production where the changes will be made and a 2nd proof generated. From this point forward you will notice a side bar in your ad containing a number of review items and deadline information specific to your request (see page 7)

Revised Proof #2: This 3rd proof is essentially the final opportunity for any last changes. It is imperative that you have those that should review the proof (and sign off on) be contacted if you are not the final decision maker. Your careful review of this proof is extremely critical.

FINAL PROOF: This last PDF proof sent to you is to verify that all final changes (made in Revised Proof #2) are correct. If we have made an error, it will be corrected and returned for re-verification. This proof is only for validation of content and changes previously made, and not as a basis for additional (preferential) changes.

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► Creative Services Needed

This category applies to existing customer ads only and takes into account such things as; revised layout, change in ad size, new photos, change of color (if applicable), additional logos or graphics, copy changes, etc. The one advantage between this and a Spec Ad is that we (typically) will have existing content of yours to base the revised ad upon and will most likely have most of the content such as logos and/or images, already on hand. Because, like a Spec Ad, there is currently no charge for this service there are limited revisions allowed. It is therefore very important to gather as much information from you at the onset.

Proofing Process - Review and Approval

Revised Proof #1: Your first of 2 proofs will be generated based on a previous ad and/or the information regarding a re-design. This can be conveyed to us through an Input Request Form and in discussions with your Sales Representative. It is critical that you review the contents, proof read carefully, and make any final recommendations or suggestions to this proof.

Revised Proof #2: Any and ALL final changes will need to be highlighted in this proof. Since the next proof sent to you will be for verification and sign off it is recommended that an entire redesign or significant changes **NOT** be made at this point.

FINAL PROOF: This last PDF proof sent to you is to verify that all final changes (made in Revised Proof #2) are correct. If we have made an error, it will be corrected and returned for re-verification. This proof is only for validation of content and changes previously made, and not as a basis for additional (preferential or non-essential) changes.

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► Camera-Ready

As the name suggests, these files are ready to drop in, "as is". It is therefore **very important**, since you are creating and/or providing the ad that the right size and settings are used in doing so (see size chart). This also means taking into account whether it is running in color, black/white, or black/1-color. Sending a black and white (or 1-color) ad that is supposed to be full-color will not work, obviously. The preferred (preset) PDF format for camera-ready art is a PDF/X-1a:2001, however, you may notice some incompatibility with attributes such as drop shadows and transparencies. If that occurs, a high-quality PDF is best. Be sure to proof your own PDF files once you've exported them. Hi-resolution TIF's, JPG's or EPS files will also work. Color images can be left as RGB to save on file size. They will be converted to CMYK (4-color process) once it is placed on the page.

Proofing Process - Review and Approval

Submitted File: There is no proof provided in the case of a camera-ready submission. Your submitted file is your proof.

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► Pick-Up with Changes

Changes in this category are usually limited to minor (text) items such as dates, coupon or special offer details, product info, etc. Alterations to the size of an ad, new photos, logos, graphics, etc., fall into the "Creative Services Needed" category and are subject to its conditions. You may have an ongoing ad with us that requires only a few changes on a daily, or weekly basis. Just refer to that previous ad and submit any information, text, or images needed to complete the changes. We would prefer that text information (copy) come in the body of an email, or a Word or Text file attachment. Handwritten and delivered or faxed can lead to transcription errors and may involve extensive data entry, depending on the volume of copy submitted.

Proofing Process - Review and Approval

Proof #1: Since changes (should be) minor, one PDF proof file will be generated upon completion. This will be your first and only proof unless we are in error regarding any of the requested changes. In that event we will correct the error(s) and send you the revised proof for validation.

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► Pick-Up

A Pick-Up is nothing more than running a previous ad as is, without any changes, including the same job number. No proof is required.

DESIGN SERVICES INPUT REQUEST FORM

This form is intended to help you in creating your ad with ASU Student Media. It takes into account the basic components that may be included in your ad as well as added details relative to each. The more information we receive from you from the beginning the quicker the turnaround and the more accurate the results will be. Please take a few minutes and consider the information below:

This Request is for:

THE STATE PRESS

DEVIL DEALS

SPM

(PLEASE CHECK ONE)

BUSINESS NAME: _____

Brief description of ad (i.e., purpose, product, event, etc.)

CONTACT: _____

RUN (issue) DATE: _____

SIZE* (column width x inches high): _____ x _____
(columns) (inches)

*Please refer to the 2008-2009 Rate Card for details regarding sizes.

- USE THIS AREA TO ROUGHLY SKETCH UP YOUR AD -

HEADLINE
(Spell out upper and/or lower case and initials caps as desired)

" _____

_____ "

LOCATION:
 Left Center Right

Specific Font _____
(OPTIONAL)

FONT:
 e (bold) e (reg) e (light)
(Note: Variety of text weights is dependant on actual font family)

BODY COPY (Descriptive Text)

SUBMITTED AS:
 Email text Word Doc (ATTACHMENT) Text File (ATTACHMENT)

Specific Font _____
(OPTIONAL)

COLORS (if applicable)

SPOT or PMS (Pantone Matching System)

PMS # _____ Use for: _____

PMS # _____ Use for: _____

PMS # _____ Use for: _____

GENERAL COLORS (i.e., Red, Blue, Yellow, etc.)
(Note: Variety of text weights is dependant on actual font family)

Color: _____ Use for: _____

Color: _____ Use for: _____

Color: _____ Use for: _____

Color: _____ Use for: _____

PHOTOS (Hi-Res* TIFF, JPG, or PSD)

Image: _____
DESCRIBE PROVIDED FILE OR DESIRED CONTENT

Client Providing: Digital File Image to Scan

Location in Ad: _____

Image: _____
DESCRIBE PROVIDED FILE OR DESIRED CONTENT

Client Providing: Digital File Image to Scan

Location in Ad: _____

Image: _____
DESCRIBE PROVIDED FILE OR DESIRED CONTENT

Client Providing: Digital File Image to Scan

Location in Ad: _____

LOGOS (EPS, Hi-Res* TIFF, JPG, or PSD)

Filename: _____

Location: _____

Filename: _____

Location: _____

Filename: _____

Location: _____



*300 ppi (pixels per inch)

The Approval Panel

One of the primary responsibilities in Production is to provide you and your Sales Rep with proofs of your ad as early as possible so there is ample time to carefully review them and remit any changes. However, the responsibility in adhering to any schedule has to be shared equally among the client, the sales executive, and our Production team. This is where effective communication and accountability are of the utmost importance.

The Approval Panel (right) will appear alongside every proof sent to you. It contains important details regarding the ad (proof) including; **The Run Date** (date of issue), **Ad Size**, **Deadline for Approval**, and a **Checklist** to remind you to check on those items that are often overlooked when proofing an ad.

It is very important that you understand how and why this is being used and to be involved in the overall process. Ultimately this will insure greater accuracy and efficiency in creating and/or placing your ad as scheduled.

Note: If the Run Date is on a Monday, the approval deadline will be on the Friday previous.

Color and Resolution

Pixels-Per-Inch (ppi)


This refers to the number of pixels (i.e., dots) in a single row, over the span of an inch. Resolution is determined by this measurement. The more pixels there are per inch in the original image, the better the quality. Changing the physical dimensions of a pixel-based image can either stretch or compress the spacing between the pixels if not carefully controlled, significantly altering the clarity of the printed image. In commercial printing, high-resolution files are usually 300 ppi or greater.

RGB vs. CMYK

Sometimes what you see on a monitor is not exactly how it prints. That is due to the fact that a monitor displays colors in combinations of RGB (Red, Green and Blue) and is a powered light source. All color printing is done in 4-color process, or CMYK, using a combination of screened Cyan, Magenta, Yellow, and Black inks. While attention is paid to how colors convert there are some that fair much better than others. To achieve a more exact color, the use of Spot or PMS inks are used.

Spot Colors

These are pre-defined colors established by the Pantone Matching System or, PMS. PMS guide books have been created for a variety of paper types (coated, matte, etc.) to better simulate how the inks will appear when printed. These inks are pre-mixed and solid in their application. Not overlaid in varying screens in the manner that a 4-color process is.

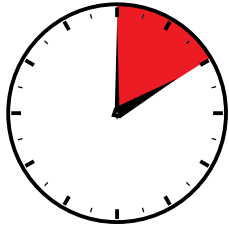
 Student Media
MUST APPROVE BY: 3:00 pm 01/21/09
At that time (shown above) the ad will run as shown and changes can be made for the next scheduled run date (if applicable).
Run Date: 01/22/09 Ad Size: 3 x 8
Double-Check: (all that apply) Run Date Ad Size Colors Addresses Phone and Fax #'s Prices Expiration Dates Email Addresses Names (spelling)
Contact Your Sales Executive ASAP with Changes Inquiries Approvals
ARIZONA STATE UNIVERSITY THE STATE PRESS

DEADLINES

ARIZONA STATE UNIVERSITY

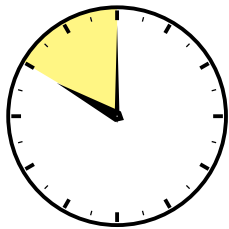
THE STATE PRESS

Ad Submission: 2 days before Run Date



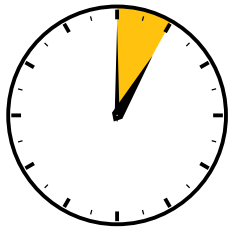
2:00 PM

Production & Approval Process: 1 day before issue date



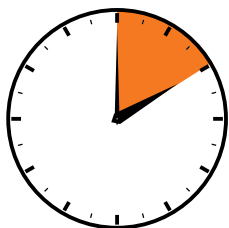
10:00 AM

STATUS REVIEW We will review the current status of your ad and contact you as needed for pending content or approval.



1:00 PM

STATUS REVIEW We will review the current status of your ad and contact you as needed for pending content or approval.



2:00 PM

DEADLINE 1 For all Camera-Ready (client supplied) files



3:00 PM

FINAL DEADLINE Client approval and confirmation based upon most recentl, final proof