

AD DIMENSIONS

Effective February 20, 2008

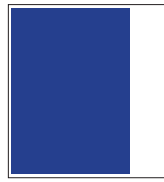
EAST BAY EXPRESS



FULL PAGE



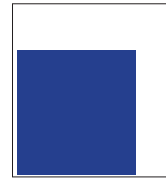
3/4 PAGE (H)



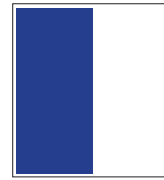
3/4 PAGE (V)



2/3 PAGE (H)



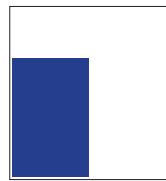
JUNIOR PAGE



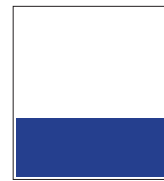
1/2 PAGE (V)



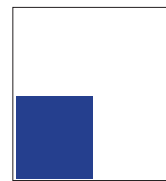
1/2 PAGE (H)



1/3 PAGE (V)



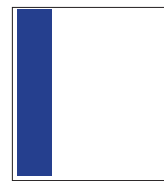
1/3 PAGE (H)



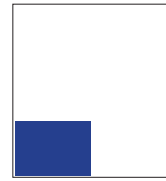
1/4 PAGE (V)



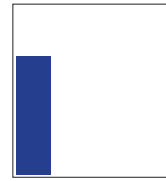
1/4 PAGE (H)



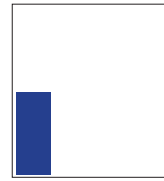
1/4 PAGE (ST)



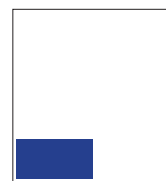
1/6 PAGE (SQ)



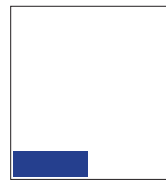
1/6 PAGE (ST)



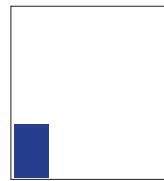
1/8 PAGE (V)



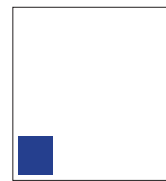
1/8 PAGE (H)



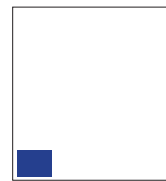
1/12 PAGE (H)



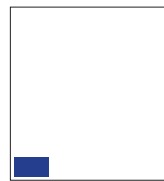
1/12 PAGE (V)



1/16 PAGE



1/24 PAGE



1/32 PAGE

SIZE

AD DIMENSIONS (w x h)

FULL	10.125" x 10.82"
3/4 V	7.55" x 10.82"
3/4 H	10.125" x 8.065"
2/3 H	10.125" x 7.16"
JUNIOR	7.55" x 8.065"
1/2 H	10.125" x 5.321"
1/2 V	4.971" x 10.82"
1/3 V	4.971" x 7.16"
1/3 H	10.125" x 3.5"
1/4 ST	2.394" x 10.82"
1/4 H	10.125" x 2.563"
1/4 V	4.971" x 5.321"
1/6 SQ	4.971" x 3.5"
1/6 ST	2.394" x 7.16"
1/8 V	2.394" x 5.321"
1/8 H	4.971" x 2.563"
1/12 H	4.971" x 1.661"
1/12 V	2.394" x 3.5"
1/16	2.394" x 2.563"
1/24	2.394" x 1.659" Classified Only
1/32	2.394" x 1.191" Classified Only
1/48	1.106" x 1.659" Classified Only

KEY: SQ=Square, ST= Strip, H= Horizontal, V= Vertical

EAST BAY EXPRESS

1335 Stanford Avenue
Suite 100
Emeryville, CA 94608

Retail Advertising:

Tel: 510.879.3700
Fax: 510.879.3793

Classified Advertising:

Tel: 510.879.3800
Fax: 510.879.3793

REQUIREMENTS FOR ELECTRONIC SUBMISSIONS

- Ads must be submitted to specific ad size.
- Acceptable file formats: pdf, tiff, indd and jpg.
- Ads should be produced at 85 line screen at least 150 dpi, 300 dpi is preferable.
- Camera-ready files can be emailed to:
ads@eastbayexpress.com
- Ads can also be submitted through our ftp site:
ftp.eastbayexpress.com
User: **ebxguest** Password: **ftp**
- All ads are due at 5:00 pm the Friday prior to publication date - unless otherwise specified.