

# DEADLINES

Nº 17, AUGUST 2004:	ADS DUE 07/16/04	RELEASE 07/30/04
Nº 18, SEPTEMBER 2004:	ADS DUE 08/13/04	RELEASE 08/27/04
Nº 19, OCTOBER 2004:	ADS DUE 09/10/04	RELEASE 09/24/04
Nº 20, NOVEMBER 2004:	ADS DUE 10/15/04	RELEASE 10/29/04
Nº 21, DEC. / JAN. 2005:	ADS DUE 11/12/04	RELEASE 11/26/04
Nº 22, FEBRUARY 2005:	ADS DUE 01/14/05	RELEASE 01/28/05

# HOW TO ADVERTISE

## TECHNICAL SPECIFICATIONS

We can accept either camera-ready art or digital image files. Submit digital files in PDF, TIFF, JPEG, PICT or EPS format. Digital files can be emailed to [ads@philadelphiaindependent.net](mailto:ads@philadelphiaindependent.net) or mailed on disk to TPI Ads, 1026 Arch St., Phila. PA 19107. Please title your file with the name of whatever you're advertising.

Simple, bold ads look best on newsprint. Grayscale images should be at least 300 dpi, and bitmapped images at least 1,200 dpi. We print in black and white only on an 80-line screen.

## BILLING

First-time advertisers must submit payment with their design. Payment from established accounts is due one month after each ad appears. We will mail invoices immediately after each issue is released. Please make checks payable to The Philadelphia Independent. Please pay on time. We apply a 5 percent late fee to accounts more than sixty days overdue.

## QUESTIONS?

Contact Steve Ushioda at 215-351-1666 or email [ads@philadelphiaindependent.net](mailto:ads@philadelphiaindependent.net).

# HELP WITH DESIGN

For one and two unit ads, we can design something from scratch at the rate of \$25 per hour and send you an advance proof for your approval. For ads that are four units and more, we'll design something from scratch for free. Minor tweaks and issue-to-issue copy adjustments are also always free.