

# With Sticky Notes, you're front-page news!

Sticky Notes put your advertising message front and center.

- Can be zoned for geographic targeting
- Readers can use ad immediately or save

Frequency discounts • Annual agreements  
**Buy 4x** get **10% off** → **Buy 13x** get **20% off** → **Buy 26x** get **35% off**  
 Frequency discount requires a signed frequency

### Sticky Notes • Cost Per 1,000

	25K	50K	100K	200K	300K+
<b>3" x 2.75" Standard note</b>					
1-3 spot colors	\$100	\$85	\$80	\$75	\$70
4 color process	\$110	\$105	\$95	\$85	\$75

Single or two-sided note. Multiple colors available on front, black only on back.

\*One note per paper per geographic zone, based on available zoning options. Full run orders may take priority over part run orders.

### Document sizes

Standard Sticky Notes are 18p x 16p6 (3" x 2.75")

If the ad contains a background, it is recommended that the background bleed out past the trim area to avoid having uneven white paper edges after the printed note has been trimmed.

### Color specifications

- Process color is only available on front side of standard notes
- Only black ink can be printed on back side of standard notes
- Standard ink colors: cyan, magenta, yellow and black
- Spot colors: any standard ink color or Pantone library color
- If the colors used in the ad are not Pantone, it will be considered a process color ad and should be ordered as such
- Use Pantone Solid Coated color swatches
- Do not use CMYK color mode to create colors unless the ad is ordered process

### Screens

Graduated screens cannot drop off to 0%. Keep all minimum screen count at 3% or more. Screens over 95% may appear as solid colors due to dot gain on press.

### Backside printing specifications

- Black ink only – text or line drawings are recommended, graphics and logos are not recommended
- Positive text only, no reverses or screens
- Ink coverage can only reach 15% for adhesion purposes
- Minimum type size is 6 point – maximum type size is 18 point bold
- Barcodes on the back are not recommended – the adhesive may make scanning difficult

### Type & line requirements

- Positive:**
- Type must be 4 points or larger
  - Lines must be 0.5 point or larger
- Reverse:**
- Type must be 6 points or larger
  - Lines must be 1 point or larger

### Creating PDFs for electronic submission

Be sure to use settings > "retain the bleed area" of a document and do not convert Pantone colors to CMYK.



Publishes	Deadlines
Sunday	Mon., 10:30 a.m. (20 days prior)
Wednesday	Mon., 10:30 a.m. (23 days prior)
Thursday	Mon., 10:30 a.m. (24 days prior)