

ARTWORK

We accept artwork designs via disks (CD/DVD) or preferably, electronically via PC file formats. Provided below are specific requirements for various file formats to follow.

| File Type | Save as File Format | Resolution | Color | Black/white | Note |
|--|---------------------|------------|--------|-------------|--|
| Tiff | .tif | 200 DPI | CMYK | Grayscale | Please use LZW compression or winzip format |
| JPEG | .jpg | 300 DPI | CMYK | Grayscale | Please choose "baseline (standard)" at the format option |
| PDF | .pdf | 300 DPI | CMYK | Grayscale | Please retain the original layers and convert all fonts to outline |
| Encapsulated PostScript, Photoshop EPS (convert all font to outline) | .eps | 200 DPI | CMYK | Grayscale | Files, including all photos, must be in CMYK format |
| Photoshop PDS | .psd | 300 DPI | CMYK | Grayscale | |
| Logo, Scan using Line Art | .tif | 600 DPI | Bitmap | Bitmap | |

If the file's text and graphics are overlapped, please provide .PSD format (with layers). If you cannot provide .PSD format, please follow the above instructions for the graphic image and save the text as a .txt file (Big 5 or GB).

Please write the file name and format on your disk. If your disk contains other unrelated files, please specify the file name and format to be used for your ad.

Production lead-time: Files must be received at least 3 business days before the insertion date.

Files can be e-mailed to atlanta@worldjournal; file size is limited to 10 MB. QuarkXpress (.QXD or .QXT), Pagemaker (.P65 or .PM6), and Microsoft Word (.doc or .docx) cannot be accepted.

DESIGN AND TRANSLATION

World Journal can accommodate complimentary basic ad-design and layout for clients. Translation services are also available for a small fee. Translation cost will be based on content density.

STANDARD AD DIMENSIONS

Due to the comprehensive coverage of the news section in the daily publications and concern to the tidiness of the format and layout, ad sizes are very stringent. Advertisers who would like to do their own designs should conform to the standard sizes provided. Other special

ad sizes are available. Please contact our advertising department for more information.

For better compositional layout, if the client decides to run a 1/4 page ad, we highly recommend the horizontal layout, opposed to the vertical layout.

| Page Size | Width | Height |
|---------------------|--------|--------|
| 1/5 Page | 11.3" | 3.98" |
| 1/4 Page Horizontal | 11.3" | 5" |
| 1/4 Page Vertical | 5.6" | 10.1" |
| 1/2 Page | 11.3" | 10.1" |
| Full Page | 11.3" | 20.3" |
| Junior Full Page | 10.1" | 11.3" |
| Double Spread | 23.65" | 20.3" |

RESERVING AD SPACE

Space reservation is based on a first-come first-serve basis. Due to limited space, please send in the insertion order immediately to avoid losing preferred space.

Original ad copy (finished art work) must be received 4 business days prior to the ad release date.

If World Journal is asked to design the advertiser's ad, please allow an additional 2 days to accommodate the request.

CANCELLATION POLICY

To cancel an ad placement, written notice is required 5 business days prior to the scheduled insertion date. If less than 5 days, the advertiser will be charged \$250 for a half or full page size ad, and 1/2 the full ad price for front page colored ads (other ads will be charged \$50).

TEAR-SHEET REQUESTS

World Journal will provide E-Tearsheets after the ad is run. If a hardcopy tearsheet is requested, we can provide a maximum of 3 copies.

AD ACCOUNT AND PAYMENT INFORMATION

The advertising agent or advertiser that issues the insertion order(s) will be responsible for the ad account and invoice payment. All invoices provided are the full ad release prices (net price). The advertiser is responsible for any additional expenses such as design, service charge, commission fee, and other expenses which may incur from their ad agency.

OTHER

Although World Journal is a Chinese-language newspaper, ads in English or both Chinese-English bilingual designs are welcome. Due to legal considerations, World Journal reserves the right to reject any advertisement, announcement or notice, whose content regards any law suit, business dissension, and personal imbroglio. World Journal reserves the right to censor, alter, or reject any advertisement for any reason in accordance with rules that World Journal may now have or adopt in the future.

As is standard with any advertisement placed in any type of media the advertiser must be clearly identified and assumes full responsibility and liability for the content and authenticity of the advertisement.