

2010 Pelican Publications General Information

INDEMNIFICATION

The Pelican Press will not knowingly accept or publish material that is in violation of the law. In addition, the advertiser and/or agency authorized by the advertiser shall assume liability for content of all ads printed (including text, illustrations and representations), as well as any claim made against the newspaper arising from the advertising.

ERRORS

Pelican Publications strives for 100% error free publications. However, should there be an error and it is our fault, we will re-run (or give credit for) actual space occupied by the incorrect item. Adjustments will be considered on the basis of first insertion only.

CONSULTATION

Included in our reasonable rates is personal attention to your advertising needs, including advice and consultation about your advertising program. Please feel free to call us for help with your advertising.

PROOFS

Digital or printed proofs will be provided for approval. Upon approval of the digital or printed proof, the advertiser assumes full responsibility for accuracy and Pelican Publications will not be held responsible for errors.

POSITION

Placement of ads in the newspaper are at the option of the publisher. Even though readership studies show there is no significant readership difference in position throughout newspapers, you still may want to request a specific position. We'll try to honor position requests whenever possible. Guaranteed positions, when available, will be charged an additional 25 percent.

LICENSES

Some service businesses are required by law to include a license number in advertising.

ADVERTORIAL

In order to avoid confusing or misleading our readers, any ad that appears similar to editorial material will have the word "advertisement" inserted above or below the ad.

BILLING

Prepayment is required of all new advertisers. Cash, check, money orders, Mastercard, Visa, American Express and Discover are accepted. Upon acceptance of credit application, accounts will be billed monthly. A 1.5% service charge will be applied to all accounts over 30 days delinquent. Accounts over 90 days delinquent will be suspended.

DEADLINES

Space reservations and cancellations are due noon on Friday before publication for the Pelican Press and 5pm on Thursday before publication for the Pelican Press Marketplace.

CANCELLATION

Cancellation of ad after the Monday deadline will be billed out at 50% of the earned rate.

The Pelican Press reserves the right to back-bill the advertiser for the non-fulfillment of a contract. Rates are subject to change at the beginning of each calendar year. Normally around 3%.

PELICAN PRESS AND PELICAN PRESS MARKETPLACE MECHANICALS

1 column	1.50 in. wide
2 columns	3.25 in. wide
3 columns	5.00 in. wide
4 columns	6.75 in. wide
5 columns	8.50 in. wide
6 columns	10.25 in. wide
Full Page.....	6 col. x 13.5"
Half Page.....	3 col. x 13.5", 6 col. x 6.75"
Quarter Page	3 col. x 6.75", 4 col. x 5"
Page Height	13.5 in.
Page Width.....	10.25 in.

DIGITAL FILE REQUIREMENTS

We use Adobe Creative Suite CS2 (InDesign, Photoshop, Acrobat) to produce all Pelican Publications. We also have access to Quark 4.1. We do not have access to and can not use MS Publisher files. Files may be submitted to pelicanproduction@jcpgroup.com, and must be clearly marked with the sales representatives name. All digital files, artwork, logos, and text created by Pelican Publications remain the property of Pelican Publications and may not be reproduced or distributed without prior written approval from Pelican Publications.

SPECS

Camera Ready Ads: Acrobat PDF with all fonts & graphics embedded, or high resolution JPEG or TIFF. We can not alter camera-ready ads.

Images: TIFF, JPEG, PNG, or BMP format @ 300 dpi or EPS.

Text Files: MS Word or plain text.

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PELICANPRESSONLINE.COM

**YOUR LOCAL NEWS AND SHOPPING SOURCE
 FOR EVERYTHING SARASOTA**