

bedard

Committed to the health of *our community* for over 110 years.

PHARMACY ✓ SENIOR CARE ✓

Celebrating The Grand Opening And Dedication Of

Learning Works

Sunday, October 28, 2007
2:00 pm - 4:00 pm

COLLEGE for ME

In The New Building
UNIVERSITY OF SOUTHERN MAINE
Lewiston-Auburn College
51 Westminster Street, Lewiston
www.usm.edu

Auburn Public Library

Advertising Supplement to the SUN JOURNAL, Friday, September 1, 2006

*Building for the 21st Century:
A Celebration
of Leadership, Commitment
and Community*

Auburn Public Library Grand Opening and Dedication
Saturday, September 9, 2006 9:30 a.m. to 5:00 p.m.

Creating a Supplement

Sun Journal Special Sections

Congratulations!

You have an open house, renovation, relocation, new business or other special event, product or service to promote and you want to get the word out to your target audience. Creating a Special Sections supplement can help you do just that.

Our newspaper supplements can be created to resemble a magazine or brochure -- you decide which look will best promote your business or event. Our staff will design a product that is valuable to both our readers and advertisers.

A newspaper supplement enables an advertiser to publish more information than is usually found in a traditional advertisement. This information is known as editorial content.



Five things to consider for an effective supplement:

1. What is the goal of publishing this supplement?
2. What is the key message of this supplement?
3. Is there a product or service you want to highlight?
4. Who is your target audience?
5. What visual elements will help convey your message?

Checklist

12 weeks: Contact ad executive to start project

8 weeks: Supply list of potential advertisers to Sun Journal; provide editorial to section editor

6 to 7 weeks: Sun Journal follows up with potential advertisers. Meet with special sections editor re. layout

3 weeks: Advertising deadlines for reserving space and ad creation

10 days: All editorial content in to editor; paginator designs section

5 days: Proofing of section

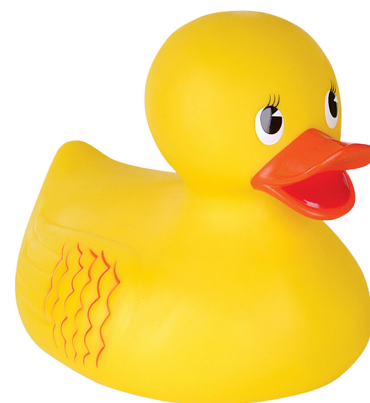
1 day: Printing of section usually day before publication date

Editorial Content Specifics

1. Editorial content needs to be submitted to the Special Sections editor at least one week before the pages are designed so that everything is formatted and ready to go for the designer. This deadline will be given to you after the publication date is determined.
2. If you need the services of a writer and/or photographer, the Sun Journal will hire an independent contractor to produce editorial content for the publication.
3. Work produced by independent contractors and paid for by the Sun Journal is for publication in Sun Journal products only. You may discuss with the freelancer other uses of this editorial content for which the freelancer may want additional payment.
4. Our press prints at a resolution of 180 dots per inch. Whatever size an image is when it's 180 dpi is the largest size that we can print that image without it becoming pixelated. You need to supply logos as applicable.
5. Keep your articles around 500 words. That length is not too long for the average, busy

newspaper reader. Our supplements are great for one story with one or more photos/graphs per page.

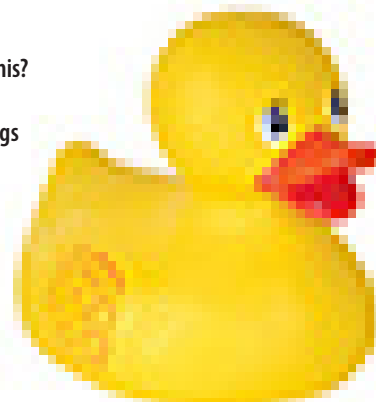
6. Technical jargon should be kept to a minimum, but many readers enjoy learning new words/subjects (hence fun fact lists, crossword puzzles, word search puzzles, etc.) so a brief glossary of technical words would be appropriate if you feel there are words/terms that need explaining.



Most photos on the web have a small resolution of 72 dpi because that's all they need as seen in the top photo. But that same photo when converted to 180 dpi becomes "pixelated" as in the bottom photo.

What can you do to avoid this?

Check your camera's settings and set them to its highest size. The camera will take very large photos at its highest setting which can then be converted to 180 dpi and still remain large enough for news press printing.



Other details:

You supply a list of potential advertisers with current contact information including names, phone numbers, street addresses and email addresses of decision makers. The Sun Journal will send letters on your letterhead to prospective advertisers.

The number of pages in a section is determined by the amount of advertising sold to support it which makes your contact list very important. Section advertising inches are matched with editorial space. The goal is 50 percent advertising, 50 percent editorial space.

The advertiser will purchase either the back page or the cover of the section. Cost will be discussed with your ad executive. Cost includes color. Small upgrade charge for higher quality paper. Advertising in the section is \$23.41 per column inch.

The section designer will email PDF files of the section to you for proofreading purposes. Corrections will be made prior to the pages being sent to the press.

If extra copies of the section were requested, arrangements will be made for their delivery.

Editorial content may include:

- A greeting letter and contact info
- History of the business
- Overview of the project if applicable
- Brief biographies or list of key staff, board members and/or owners
- Testimonials
- Overview of products/services
- Timeline bulleted list with photos
- Fun facts
- Open House/event invitation
- Calendar of events/schedule
- List of sponsors
- Directions
- Mission statement
- List of sponsors and thank you note
- Ribbon cutting news
- Photos

Contact Information

Advertising Office Hours:
8 a.m. to 4:30 p.m.

Main Office — LEWISTON

104 Park Street,
Lewiston, Maine

Mailing Address

PO Box 4400,
Lewiston, Maine 04243-4400

Telephone

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800-482-0753

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