

## General Information and Deadlines

### WEDNESDAY PUBLICATIONS

Friday, 5 p.m. preceding publication date

Amherst Bee  
Clarence Bee  
Ken-Ton Bee

### THURSDAY PUBLICATIONS

Monday, 5 p.m. preceding publication date

Cheektowaga Bee  
Depew Bee  
East Aurora  
Lancaster Bee  
Orchard Park Bee  
West Seneca Bee

**Same schedule applies to space cancellations.**

(Tobacco and Fireworks  
advertising not accepted)

### 5 Column Format

1 column width 2"  
2 column width 4-1/8"  
3 column width 6-1/4"  
4 column width 8-3/8"  
5 column width 10-1/2"  
Double Truck 21-1/2" x 16"

### Mechanical Requirements

1. Page size: five columns to the page, Image area 10-1/2" x 16".
2. Ad depth over 15" deep will be billed at 16" depth.
3. Printed offset.
4. Halftone screen, 85 line.

## Receiving Electronic Files

Based on our equipment and software, we can process files in the following native programs on an APPLE MACINTOSH or PC computer, however

**WE PREFER an Adobe Acrobat PDF v4 or higher at 300 dpi with all fonts embedded.**

- Adobe Illustrator 6.0 - CS (Mac)
- Multi-Ad Creator 4.05 - 8.5.1 (Mac)
- Adobe Photoshop 5 - CS (Mac or PC)

**PLEASE NOTE: We DO NOT ACCEPT ads in Microsoft Word, PowerPoint, Publisher or WordPerfect**

***We MUST have all fonts, artwork, photos and logos supplied for native files from the programs above.***

**Send to: [production@beenews.com](mailto:production@beenews.com)**

*Please include in your e-mail the name of the merchant, publication date(s), the Bee Publications Salesperson's Name and your telephone number.*

**We have an FTP site for large files... call our production manager at (716) 204-4948 for more details.**

## Production Schedule for Electronic Files

**Please send your electronic files and/or computer disks by Friday 5P.M. preceding the publication date.** Bee Group Newspapers production staff will do everything possible to make sure the file runs properly. You may send a laser proof of the ad so output may be checked to ensure accuracy against your original. We will also print and return a copy of the completed ad for approval, if you so desire.

*All electronic files are checked using Enfocus PitStop and Adobe Acrobat programs.*

**Photographs: We would prefer 150 pixels per inch. Best size: 1,200 pixels x 1,200 pixels at 300 dpi**