

Salem Business Journal

SERVING THE MID-WILLAMETTE VALLEY

Submitting Digital Content to the SBJ

Media Releases; *(Text)*

When sending media releases, keep in mind that we get **MANY** such releases from many different individuals and organizations each month. We know we are the SBJ and that we are working on the current issue. But many times we will get submissions that we **DO NOT KNOW** who sent the message and what the subject is without opening an attached file, *(often named with our publication's name)*.

Your information is important to us, but it is essential that we know where **YOUR** release came from and what it deals with, **PLEASE** include the sending agency and(or) release subject in the email subject line. Likewise, name any attached files in a similar manner, *(**NOT** with our publication's name!)* Send either raw ASCII text pasted straight into the email message, an Adobe Acrobat 'PDF' file or Microsoft Word file. Anything else is not usable.

Media Releases; *(Images)*

Send images as separate files. When submitting images, insure that these image are at sufficient resolution to print out in the paper. Look at the actual size of the images in **PIXELS**, *(**NOT** 'dpi')*. It should be **1500 PIXELS MINIMUM** on the longest dimension, or more. It is easy to size the image down. It is impossible to re-size an image up and retain the same level of detail. Send only the following formats: Uncompressed .JPeG, *(“best quality”)*, uncompressed .TIF for photos, and .GIF for other graphic elements, *(logos and what not)*. **NEVER EVER embed images for publications within MS Word files!**

Camera-Ready Ads; *(Text & Images)*

For camera-ready ads, follow the same process above, but include the word 'ad' in the message subject line. Again, name the ad's file with **YOUR FIRM'S NAME**, and **NOT** our publication's name, Send the final ad layout in either Adobe Acrobat 'PDF' format or uncompressed 'TIF' graphics **ONLY**. Insure that the ad is the proper size for the space purchased. **DO NOT EVER send other formats for ads, such as MS Word files, MS Publisher, etc.** Send all materials to:

imaging@norwebster.com

Gus Frederick
Director of Design
Salem Business Journal