

AD FORMAT

ACCEPTED FORMATS

PDF Preferred—created with Acrobat Distiller, all fonts embedded and all color pictures converted to CMYK.

- > QuarkXPRESS (with all fonts & art included)
- > Illustrator
- > PhotoShop
- > PageMaker

Please do not submit files created in Word (accepted for text only), PowerPoint, Corel or Microsoft Publisher. We cannot guarantee the reproduction of ads created in these formats. If using one of these formats please convert the file to a PDF.

DIGITAL SPECIFICATIONS

All files should be saved as CMYK (RGB files reproduce as grayscale).

Save images in binary Tiff or eps format. (No jpegs. Please watch for jpeg encoding in PhotoShop.)

Our line screen is 100 for newspaper products and 133 for coated stock products. Images for newspaper should be 200-300 dpi and coated stock should be 300 dpi at 100%.

Please scale images in Photoshop—not QuarkXpress—for best reproduction.

FORMATS

Commercial Prepress process is 100% digital.

Commercial Prepress operates on a Macintosh platform and supports the following formats: Native application, PDF, Tiff (NOT Tiffits), and EPS.

SCREEN RULING

Commercial prints at 100 lines per inch.

HIGHLIGHT DOT

Use a 5%-7% dot for the smallest highlight meant to hold detail in halftones.

MIDTONE DOT

Prepare materials to compensate for a 30% midtone dot gain. A 50% dot prior to press will measure approx. 80% as a printed dot.

SHADOW DOT

80%-85% in shadow areas intended to hold detail. Areas greater than 85% will print solid.

FLAT TINT

No less than 10% is recommended for a flat tint for consistent reproduction.

IMAGE RESOLUTION & INK DENSITY

Photographic images should be prepared at a resolution of 200-300 dpi at full size. Line art, such as bit-mapped logos or scanned text should be prepared at 600-1200 dpi at full size.

Text on prescreened originals should be scanned separately from the graphic content whenever possible to minimize the unwanted creation of rich blacks that will not reproduce well.

The total maximum ink density of color images or artwork should not exceed 240%.

FONTS/TYPE SPECS

Reverse type is acceptable, but should be no less than 10 point sans serif for reversing out of single-inks and no less than 14 point for two or more inks.

Screened type reversed in a solid color must not exceed 20% tint of that color.

Surprinted type is not recommended in areas exceeding 30% tonal value. Yellow should not be used.

BLACK TYPE

For clarity and readability, we recommend using type sized at 8 point or larger in the advertising creative. Because of the ink and newsprint relationship, small type tends to lose definition on press.

Type faces with thin or delicate serifs and strokes, and non-uniform character thickness should be avoided.

Black type used in body copy text for ads and editorial should be created using 100% black. Yellow, magenta and cyan should not appear in black text and will create unwanted ink set-off and register issues on press.

COLOR TYPE

Color type using two or more overprinting inks should be no less than 14 point. Serif type is not recommended because fluctuation in registration will adversely affect the fine strokes and serifs.

Make sure the color being used provides enough contrast between the text and the newsprint background. For example, yellow text on a white background would be difficult to read.

TRAPPING & RICH BLACKS

Image trap should be 0.005" or greater.

When type is reversed out of more than one color, the darker color used in the tint build should be kept constant. The lighter colors in the tint build should be spread to prevent visible misregister.

Rich blacks should not exceed 240% total ink coverage. Black ink percentage should be 100%. When type is reversed out of a rich black, the black ink should be kept constant with the lighter colors in the rich black spread to prevent visible misregister. Misregistration and ink set-off on adjacent pages can result if rich blacks are not prepared properly for reproduction.

REVERSE TYPE

Serif fonts are not recommended for reverse type. Delicate serifs and fine strokes can fill with ink. Other important guidelines are as follows:

Type reversed out of a single-ink area should be no less than 10 point.

Type reversed out of two or more overprinting colors should be no less than 14 point. This allows for variances in register, while maximizing legibility.

If using reverse type on a color background, make sure there is enough contrast between the background and the type. For example, reversing out of yellow may hinder readability.

When reversing type out of a screened single-ink background, the background screen should be at least 30% in tonal value.

Screened type reversed out of a solid color must not exceed 20% in tonal value if type and background are the same color.

Sans serif text reversed out of a 4-color image area should be 12 points or greater in size. Serif text reversed out of a 4-color image area should be 14 points or greater in size with stroke widths 4 points or greater and appropriate trapping applied.

Remember that type scanned as a graphic element is like a photo. Black type and white type reverses on a black background will reproduce in 4/colors if precautions are not taken during the image acquisition and tional process.

Misregistration and ink set-off on adjacent pages can result if type and reverse types scanned from preprinted originals are not prepared properly for reproduction.

SURPRINTED TYPE

Type should not be surprinted in areas that exceed 30% screen tint value. This allows for dot gain and provides necessary contrast between the text and the background.

TYPOGRAPHY