



Guidelines for Submitting Camera Ready Advertising

PRODUCTION TIPS

- Make sure your ad is built to the correct size and that width and height orientation is correct. If you're confused feel free to ask your Account Executive for help.
- Please use art in your ads that is scanned at a resolution of 200 to 400 DPI at 100% of its original size. Using lower resolution artwork will cause it to reproduce badly. Please do not use artwork taken from a website, these are generally 72 DPI and will look very bad in print.
- When making tonal adjustments to gray scale photographs, a good range to shoot for is 1-2% black for highlights (lightest areas) through 85% black for shadows (darkest areas).
- Using the *SNAP_220_2009.icc* color profile to create your ad will provide the best results in newsprint reproduction. To learn more about SNAP and to download the *SNAP_220_2009.icc* color profile please visit <http://www.snapquality.com>

ACCEPTED FILE FORMATS

- PDF preferred format
- For best results use Acrobat Distiller setting X-1a:2001 for PDF Export
- Vector EPS, Hi-Res TIFF or JPG (at least 300 DPI)

FORMATS NOT ACCEPTED

- Microsoft Publisher, Word, PowerPoint or Excel files
- CorelDRAW, PhotoPaint, Paint, PageMaker or Printshop
- GIF or PNG Files
- Low Resolution TIFF or JPG (below 300 DPI)

CAMERA READY MUSTS

- Art must be 200 DPI AT 100% FOR NEWSPRINT
- CMYK COLORS ONLY - NO RGB, Lab color, PMS, PANTONE or extra channels
- Black And White Ads Must Be Grayscale
- NO 4 COLOR (PROCESS) BLACK TYPE - ONLY 100% K Black
- PDF Files Must Have All Fonts Embedded
- EPS Files Must Have Fonts Outlined
- Illustrator EPS Files - Clean Up All Stray Points And Text Blocks
- 30% Dot Gain For Newsprint
- Minimum Font Point Size Is 6 Points (8 Points On A Reverse Background)