

In order to produce a high quality newspaper ad, press considerations must be addressed at each stage of ad preparation. In particular, the texture of newsprint causes significant dot gain on press. This guide includes specifications that will help compensate for press gain and variances. It is our goal to provide you with the necessary information to build and deliver ads that will reproduce well in The Daily Progress. If you have questions or wish to test prior to submitting, please contact us.

The Daily Progress adheres to SNAP standards. These specifications are designed to improve reproduction quality in the non-heatset process by setting coordinated standards for all processes from image preparation to printing. SNAP is intended to be used by advertisers, agencies, designers, publishers, pre-press managers, material suppliers and printers. Images not conforming to SNAP standards may not meet expectations when printed in The Daily Progress.

## File Preparation Guide & Checklist

### PDF

- Create PDF files with Acrobat Distiller or Adobe PDF Online
- Use PDF/1.3 settings.
- DO NOT create encrypted PDF files. DO NOT use any security including Acrobat Standard Security
- DO NOT create PDF files with Adobe PDF Writer
- DO NOT save as PDF from Adobe Illustrator or Adobe Photoshop
- DO NOT use the default Mac OS X "Save As PDF.." command from the print window when creating PDF files.

### FONTS

- Do not use CID Identity-H or OpenType Fonts
- Minimum black knockout type size is 10 point bold
- Minimum color knockout type size is 18 point (not more than two plates)
- Embed all fonts (including system fonts) when creating PDF files
- Do not apply artificial type styles to fonts (bold, italic, outline, etc.)

### IMAGES & SCANNING

- Include only TIFF or EPS images
- Halftone or photo-quality images must be 254 pixels per inch @ 100% (internet/web images are usually 72 DPI and reproduce poorly)
- All line art and line drawings must be 1016 DPI or higher
- Use binary encoding
- All files must be CMYK/Grayscale/Line Art

### COLOR

- Do not use 4-color black
- Do not use colors with greater than 240% total ink coverage
- Do not save images in RGB, Index color or LAB color. All colors must be CMYK
- Replace Pantone colors with CMYK and give consideration to newspaper Dot Gain
- All color type must be at least 18 points
- Use only two process colors when creating color type
- Use only two process colors when using knockout text on a color
- Do not use knockout text on 4-color images
- Color correct all images for newsprint
- Remove all colors that can contaminate bright colors by using GCR
- Knockout on all plates
- Apply Knockout/Overprint on each element - check individual items

### DOCUMENT

- Create documents at 100% of printed size (ads must not require scaling)
- Include all EPS and/or tiff files (QuarkXPress) including logos and pictures
- Include only the necessary files for the ad on disk
- Use collect for output when preparing QuarkXPress files
- Save images at the same folder level as the QuarkXPress file on disk
- Images should ideally be used at 100% of original scanned size