

Electronic Ad Submission

To ensure that your ad appears exactly as you intend it to, The Daily Progress preferred software for electronic ad delivery is Adobe Acrobat Distiller 4.0 (pdf). Providing pdf files can minimize inadvertent error and help to ensure accuracy when the ad is printed. Using pdf also allows you to embed fonts and graphics within the file rather than sending them separately further ensuring that your ads appear exactly as you intend. All artwork within the pdf's created must be processed in CMYK. We are not responsible for images printed incorrectly due to RGB, Lab Color, or Index Color. We do know that things can change, however, so our graphic artists and typesetters will still be able to make simple last minute changes to pdf files if you so request. Copies of the The Daily Progress' preferred Acrobat Distiller settings (Mac or Windows) are available upon request. Although we prefer pdf, our intent is to serve you in the way you need us to, and we can and will accept ads in other software formats. A listing of those software applications and their specifications appears below; we can also make requested changes to files submitted in those formats. Whatever the format, The Daily Progress will only make changes to ads as instructed by the advertiser/agency. Should you request such changes, please understand that The Daily Progress will not be held responsible for errors in those corrections. Again, to ensure your ads' integrity, we will not make major changes in an ad when there is sufficient time for the advertiser/agency to make and resubmit them. Your sales representative will help you determine whether that is possible within the appropriate deadlines. If Adobe Acrobat is not available to you, this list of guidelines should help you prepare electronic ads using other software. **If you have questions, please contact The Daily Progress Art Department at 434-978-7233.** Please email all electronic ad submissions to: dailyprogress@mgads.com

MEDIA

CD-ROM or CD-RW

Electronic ad files will be stored on The Daily Progress file servers for 90 days from the original run date.

Ads older than 90 days must be resubmitted.

SOFTWARE (Mac or Windows)

Adobe Acrobat Distiller 4.0

Adobe Photoshop 5.5

Adobe Illustrator 9.0

QuarkXpress 4.1

Mac users please include program extension

when naming file (ex: .tif, .eps, .qxd etc...)

COLOR

All Pantone, Index, Lab & RGB colors must be turned to process colors (CMYK)

All color scans/bitmaps must be converted to CMYK.

The color ink limit for our Flexo press is 240%.

GRAPHICS

- All linked graphics must be included.
- Vector graphics must be saved in EPS format. Type MUST be turned to outlines.
- Scans/bitmaps graphics must be in TIFF or Photoshop EPS from at 170 dpi at 100%

GRAYSCALE IMAGES

A good original grayscale image should have a range of tones from the highlight through the midtone to shadow. They should have bright, clean highlights, and be well focused for optimal reproduction. A high contrast original does not meet these guidelines. Unsharp Masking or other sharpening techniques should be used to improve the detail in the printed reproduction. The aimpoints for grayscale images are as follows:

Non-Detail Whites 2%

Highlight 4%

Midtones 35%

Shadow 85%

The Daily Progress is not responsible for reproduction of graphics that do not adhere to these specifications.

FTP

Ads may be delivered using our FTP site or via the Internet. An account name and password are required for secure transfers. Please contact The Daily Progress Art Department at 434-978-7233 for details.

PROOFS

Laser or inkjet proofs must accompany all ads submitted. FTP/Email users must fax proofs at the time of transmission. **FAX 434-978-7204**

MECHANICAL SPECIFICATIONS

Retail Column Widths

(Broadsheet 6 column width)

1 column = 1.729 inches

2 column = 3.558 inches

3 column = 5.338

4 column = 7.217

5 column = 9.046

6 column = 10.875 inches

Full page 6 col. x 21 inches

Double Truck (Center Spread)

13 column = 22 inches wide (12 columns + gutter)

Classified Column Widths

(Broadsheet 10 column width)

1 column = 1.078 inches

2 column = 2.240 inches

3 column = 3.402

4 column = 4.564

5 column = 5.726

6 column = 6.887

7 column = 8.049

8 column = 9.211

9 column = 10.370

10 column = 11.535

Full page 10 col. x 21 inches

Double Truck (Center Spread)

21 column = 24 inches wide (20 columns + gutter)

Tabloid Column Widths

(Tab 5 column width)

1 column = 1.833 inches

2 column = 3.736 inches

3 column = 5.917

4 column = 7.917

5 column = 10 inches

EMAIL ADS & AD MATERIALS

Ads may be sent via email to dailyprogress@mgads.com Send the ad file(s) as an attachment to the e-mail. Ad submitted by e-mail **must contain the name of The Daily Progress sales representative, account name, and run date(s) in the body of the email.** Please note there is a 20MB file limitation for attachments. Please note: Our email system blocks executable (.exe) attachments. This prohibits any self extracting compressed ads.