

## The News & Advance Amherst New Era Progress NELSON COUNTY TIMES

### Electronic Ad Submission

To ensure that your ad appears exactly as you intend it to, The News & Advance preferred software for electronic ad delivery is Adobe Acrobat (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 type-setters will still be able to make simple last minute changes to pdf files if you so 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 News & Advance will only make changes to ads as instructed by the advertiser/agency. Should you request such changes, please understand that The News & Advance 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 News & Advance Art Department at 434-385-5474.** Please email all electronic ad submissions to: [newsadvance@mgads.com](mailto:newsadvance@mgads.com).

### MEDIA

CD-ROM or CD-RW

Electronic ad files will be stored on The News & Advance 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 InDesign 3.0

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/bitmap graphics must be in TIFF or Photoshop EPS from at 170 dpi at 100%
- No line screen

### 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 News & Advance is not responsible for reproduction of graphics that do not adhere to these specifications.*

### PROOFS

Laser or inkjet proofs must accompany all ads submitted. Email users must fax proofs at the time of transmission. FAX 434-385-5472.

### MECHANICAL SPECIFICATIONS

Retail Column Widths

(Broadsheet 6 column width)

1 column = 1.73 inches

2 column = 3.56 inches

3 column = 5.39 inches

4 column = 7.22 inches

5 column = 9.05 inches

6 column = 10.88 inches

Full Page = 6 columns x 19.75 inches

Double Truck (Center Spread)

13 columns = 23.25 inches wide (12 columns + gutter)

### CLASSIFIED COLUMN WIDTHS

(Broadsheet 10 column width)

1 column = 1.05 inches

2 column = 2.166 inches

3 column = 3.316 inches

4 column = 4.433 inches

5 column = 5.55 inches

6 column = 6.667 inches

7 column = 7.816 inches

8 column = 8.933 inches

9 column = 10.05

10 column = 11.26

Full Page = 10 columns x 19.75 inches

Double Truck (Center Spread)

21 columns = 23.25 inches wide (12 columns + gutter)

### TABLOID COLUMN WIDTHS

(Tab 5 column width)

1 column = 1.73 inches

2 column = 3.56 inches

3 column = 5.39 inches

4 column = 7.22 inches

5 column = 9.05 inches

Total Depth is 11 inches

### EMAIL ADS & AD MATERIALS

Ads may be sent via email to [newsadvance@mgads.com](mailto:newsadvance@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 News & Advance 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.

Picas

10p5

21p10

33p3

44p8

56p1

67p6

Picas

10p7.2

22p2.4

33p9.5

45p4.8

57p