

# Newspaper Agency Corporation

## 2002 Digital Ad Guidelines

The Newspaper Agency accepts digital ad files through several means, including disk, e-mail, internet, and AdSEND. Ads submitted through any of these means must be CAMERA READY to be accepted for electronic transfer. This means that all text, images and color must be set up exactly as you want them to appear in the newspaper. Minor proof corrections will be made at the discretion of the Newspaper Agency. A laser print copy is appreciated for all ads to ensure proper text flow and verify ad information.

The deadline for disk and e-mail, and internet ads is 24 hours in advance of the regular advertising deadline.



### The basics...

- **Are you working on a Macintosh?**



We are able to accept only files that are saved in a Macintosh format. If you are working on a PC, the entire ad must be saved as a PDF to embed the fonts, since PC fonts are not compatible with our Macintosh system. Another alternative is to save the file as an EPS with the fonts saved as outlines. Saving a file as an EPS does not embed or create outwork out of the fonts.

- **Is your file compatible with one of these programs?**

- Acrobat 4.0 (PDF with fonts embedded)
- Quark Express 4.0 or less (include fonts and support artwork)
- Adobe Illustrator 8.0 (save as EPS or PDF with fonts embedded)
- Adobe Photoshop 4.0 (save as EPS or TIFF; watch for rasterized type!)



\*\*We prefer PDFs to preserve the integrity of your ad.\*\*

- **Is your ad the right size?**

Our electronic pagination system requires precise measurements to 1/100 in. Exact column sizes in inches are provided below:

#### Standard Columns

1 col.	1.833"
2 col.	3.792"
3 col.	5.75"
4 col.	7.708"
5 col.	9.667"
6 col.	11.625"

#### Classified Columns

1 col.	1.111"
2 col.	2.278"
3 col.	3.444"
4 col.	4.611"
5 col.	5.778"
6 col.	6.958"
7 col.	8.125"
8 col.	9.292"
9 col.	10.458"
10 col.	11.625"



- **Please set up all colors as process (CMYK) colors.**

Make sure that colors requested on the color reservation match the set-up on the ad. Process separate all colors. If you are sending in a PDF, please send a composite file, not separate plates. Art that is saved as RGB, JPEG or EPS files with JPEG previews will not print correctly!

- **Keep the resolution small.**

The image resolution for a halftone image printing in the newspaper is 170ppi. Higher resolution will not improve your output quality for newsprint reproduction. In Quark XPress, our line screen (lpi) is 85, and our resolution (dpi) is 1016.

### Disks...

- **Disks we are able accept:**

- Zip 100 **Macintosh formatted**
- CD ROM or Photo CD
- Jaz disk (1 or 2 GB)
- 3.5" Diskettes



- **Include all support files and fonts with Quark documents.**

Please make sure all the files for placed images and fonts are included with your disk. It is the account's responsibility to provide a set of properly licensed fonts used in the ad. All of the original support images (**EPS** or **TIFF**) must be sent in for each ad. Art saved in any other format will not translate correctly to our proprietary system.

### E-mail...

- **E-mail procedures**

Due to the volume of e-mail ads NAC receives, there are special rules concerning their use. Please consult the "E-mail Guidelines" sheet, available from your sales representative or on the Internet at [www.nacorp.com](http://www.nacorp.com)

- **If at all possible, e-mail PDF files.**

If you must e-mail Quark documents, place it along with your fonts and support artwork in a compressed file (Stuffit, Zipit).

### Questions?

If you have any questions about our process or how to set up your ad, please contact your account executive. Or call:

**Multi-Media Services**

(801) 237-2313 or

(801) 237-2905



These guidelines were last modified April 29, 2002