

DIGITAL AD REQUIREMENTS & ADVERTISING ART GUIDELINES

We want your ads to look their best! If you are having problems with preparing your digital camera ready ads, don't hesitate to call us at **623-876-3690** M-F 9:00am - 5:00pm. We are happy to help you!

ART GUIDELINES

Please provide your representative with the highest quality logos, photos and line art available to you. Scanning and offset reproduction can result in a 10 - 40% degradation of quality. Logos from business cards or letterhead will likely produce unacceptable results.

Whenever possible, provide **ORIGINAL** artwork and photos! The Daily News-Sun, Surprise Today and Northwest Valley News are not responsible for poor results from substandard originals.

Digital Ad Requirements

The following guidelines will assist you in preparing your ads for digital submission. If you need additional assistance, please contact our advertising department at **623-876-3690**.

All of our publication prepress operations are performed on Macintosh computers. Although we will make every effort to accommodate those who may be working in a PC environment we will not be able to offer the same level of service and expertise for the PC platform.

Acceptable Native File Formats:

- Indesigns 2.0
 - Photoshop CS*
 - Illustrator CS*
 - QuarkXpress 6.0*
- *previous versions of the above programs are acceptable

Acceptable File Types:

Please call if you need any assistance

PDF files offer the best results. **Embed ALL fonts!** Make sure the distiller is set to "Press Optimized." DCS files will not separate correctly when placed into a PDF. Photos need special preparation before creating PDFs.

See *Photo and Graphics Preparation*.

EPS Very good results. Do not use JPEG compression.

BMP (Bitmap, 1 bit preview • Binary Encoding)

Ad Submission Requirements:

- Provide an appropriate color/bw paper proof for file processing.
- All Graphics **MUST** accompany any files submitted in a native format
- All Fonts **MUST** accompany any file that does not have each font embedded or outlined in that file (If you're not absolutely sure about how to embed fonts into an EPS or PDF then please make sure to send all the fonts or outline all your fonts)
- Any special instructions
- **Please provide the name and telephone number of a person we can contact if we have any problems with your ad/disk.**

Photo & Graphics Preparation:

- File types that are used and listed as Acceptable File Types may require some editing in order to insure the best possible quality.
- **ALL COLORS MUST BE SPECIFIED AS CMYK** - Please do not send Pantone, Indexed, Custom Spot or RGB
- Photos should be adjusted for 30% Dot Gain on Newsprint (SWOP)
- All scans should be made to size at 340 DPI, then reduced to 170 DPI after tone and color adjustments. Avoid enlarging photos more than 20% of the original size.
- Set grayscale frequency to **85 LPI** and angles to **45°** with a round halftone dot (see *Photoshop Page Setup*)
- Set **CMYK frequencies** using the **Auto function at 85 LPI & 1200 DPI**. Do not use accurate screens. Use a **Round** dot.
- Bitmap graphics should be scanned at 960 dpi and saved at 480 dpi and actual size (no compression).
- Vector type graphics (Illustrator) must have fonts outlined or converted to paths.
- Do not use graphics that have less than 15% coverage. Subtle shades in the lightest and darkest ranges are lost in newsprint when an image is lighter than 15%

Please make sure that Black and White ads are sent as a grayscale ads. Remove all color and make all images and photos grayscale. Do not use a 4 color or RGB black. If you use a CMYK black make sure the only channel turned on is the K channel.

Font Requirements:

- We strongly suggest only using Adobe Type 1 fonts, unless you convert all the type to paths/outlines.
- DO NOT use unconverted TRUE TYPE fonts
- DO NOT use unconverted Type 3 fonts
- When sending fonts please make sure to send both **screen and printer** fonts
- **PC Fonts are not compatible** and will have to be substituted unless you can create outlines/paths of the fonts.
- Drop Shadow and Outline "Type Style" and other text effects are unpredictable and should be avoided
- PDF files must have all fonts embedded
- Do not set type in Photoshop smaller than 16 pt. It will be fuzzy and difficult to read. For best results, do not use any format but bitmap for Photoshop-created ads.

Electronic Delivery Options:

- Email (PDF, .sit or .zip files only) Contact your Account Representative for info.

Disk Delivery Options:

- CD's (preferred)
- Zip Disks

We are unable to accept ads made in Publisher, Corel Draw, Pagemaker or Word