



ALL THE DIFFERENCE IN THE WORLD.

INTRODUCTION

SOME OF THE **BENEFITS** TO YOU BY SENDING YOUR ADS ELECTRONICALLY

• **Lower costs by eliminating shipping fees and velox production.**

Charges that would have applied in the past no longer exist. For example: the cost to overnight an ad to us was expensive and the ad was not always guaranteed to arrive on time.

• **Improvement in quality of your advertisements.**

Ads received electronically will print from our computers directly to negative, thereby eliminating loss of second and third generations. *The Patriot-News* staff can manipulate files, if necessary, to achieve the best reproductions.

• **Better color reproduction and registration.**

By sending an electronically received ad directly to negative, we eliminate having to register the color manually, thereby assuring accuracy in the color reproduction and registration.

• **Last minute changes / corrections / revisions.**

Ads that are received electronically can have changes made easily and more accurately such as address strips, taglines, etc.

• **Calling us directly to confirm receipt of your ad.**

We often receive phone calls to confirm the receipt of an ad that was sent to us electronically. Within seconds we can inform an advertiser whether we received their ad or not - no more guessing games or wondering "Did my ad arrive on time?"

• **Knowledge and advice - it's all FREE!**

Our Electronic Ad Technicians are available Monday through Friday to answer all of your questions or to review procedures with you to ensure the best results with the least amount of effort. Helping our advertisers to properly transmit their ads electronically makes our job easier as well.

Questions? Please contact:

Robert De Wald

Electronic Ad Specialist

257-4762 (Days 7-3)

adservices@pnco.com

Barbara Finegan

Electronic Ad Specialist

257-4762 (Nights 3-11)

adservices@pnco.com

Additional questions can be answered by:

James R. Del Santo

Prepress Manager • 255-8207

jdelsanto@pnco.com

Ron Gruver

Creative/Production Manager • 255-8400

relliott@pnco.com

Terry Finegan

Quality Assurance • 255-8403

tfinegan@pnco.com



PRE-FLIGHT CHECKLIST

- Proof included
- All screen and printer fonts and graphics are included
- All images are in EPS or TIFF format
- EPS graphics have fonts outlined
- Graphics are outlined if necessary
- Line screen is 100 lpi. Line art at 600 dpi
Halftones at 200 dpi
- Colors are defined as CMYK
- Ad is prepared at actual size
- B&W screen tinted backgrounds between 15-50%
- Type positioned on 50-100% tinted background is white and not less than 12 points
- Type positioned on 0-40% tinted background is black
- Scans placed in Quark at 100% size
- Graphics are not rotated in Quark
- All text and graphics boxes are in the ad boundary
- PDF files must have Security Settings turned off
- All extraneous elements are deleted from the pasteboard
- All images scanned at close to final reproduction size (Restrict scaling to no more than 25 percent)
- Allow for a 30% dot gain
- CMYK Process Color for ALL color (Do not use RGB or PMS colors)**
- Upon request, we will fax or e-mail specific Acrobat Distiller settings for creating PDF files
- If applicable select bleeds, knockouts and overprints
- Bold and Italic faces are NOT chosen from within the font families! (Use the bold and italic menu choices)
- Types sizes 8 points or larger
- Text is not scaled
- Reverse type is larger than 12 points (if smaller, bold type is required - minimum size is 10 point)
- Multi-colored type or text reversed out of a four-color image are 12 points or greater in size**
- Be sure to open and review your PDF files prior to sending

Please make sure you include all the necessary elements when transmitting your ad to us. We cannot print a native application file (such as Quark Xpress) unless all the screen and printer PostScript fonts and the graphics files are included. Likewise, we cannot print an ad saved as an EPS file unless all the screen and printer PostScript fonts are included as well. When errors do occur, the majority of the time it is because the necessary elements were not properly transmitted to us or they were omitted entirely. In extreme cases of deadline, we are able to substitute fonts, but we prefer not to take that course of action unless absolutely necessary.

We recommend sending ads electronically in the PDF format whenever possible. Fonts and graphics are embedded and the files are smaller because they are compressed. Because of the smaller size, they also transmit more quickly.

For advice or questions about sending your ads electronically, our Electronic Ad Technicians are available Monday through Friday to answer all of your questions or to review procedures with you to ensure the best results with the least amount of effort.



1. Create the document size as the exact size to run in the newspaper. Refer to the Digital Ad Transfer Guide (page 4) sheet for correct column width measurements.

2. Keep all text and graphics boxes within the ad boundary to prevent possible PostScript errors during processing.

3. Delete all extraneous elements from the pasteboard.

4. Use a line screen of 100 lines per inch (lpi). Use a resolution of 600 dots per inch (dpi) for line art and 200 dpi for halftones. Scan images and crop them to final size. All images should be scanned at close to final reproduction size to avoid scaling problems which can compromise quality. Restrict scaling to no more than 25 percent.

5. Adjust your images to allow for a 25% dot gain on our presses.

6. **Only use CMYK Process Color for all color. Do not use RGB color. If you use Pantone color, you must CONVERT to CMYK Process!**

7. Apply registration marks and color plate designations on all color ads.

8. Select bleeds, knockouts and overprints for color ads when applicable. We recommend chokes and spreads of 0.144 point.

9. When using Bold and Italic faces, DO NOT CHOOSE THESE FACES FROM WITHIN THE FONT FAMILIES! USE THE BOLD AND ITALIC MENU CHOICES INSTEAD. We have discovered that when this is not done correctly, the ads will often not print because our processors do not always recognize the faces from within the font families.

10. Follow these **Type Tips**:

- We recommend using types sizes 8 pts and larger.
- Use real point sizes rather than scaling text.
- Reverse type smaller than 12 points usually does not reproduce well, therefore we recommend using bold fonts with reverse type.

- Serif and non-bold fonts smaller than 12 points often disappear into reverse areas.

- **Multi-colored type or text reversed out of a four-color image area should be 12 points or greater in size.**

- For optimum results, it is suggested that type not overprint a background screen (tint or ghosted image) greater than 25%. This allows for dot gain and provides the necessary contrast. Black type should always be in overprint mode. If in doubt, output a black and white proof to check legibility.

- **When color text in ads must be converted to grayscale, avoid butting colors of similar contrasts. For example, red text on a black background will become illegible.**

- Light colors such as yellows and pastels often do not reproduce well - especially when they sit atop a white background.

11. Use only EPS or TIFF image files in your ads.

12. Include all graphics files and the screen and printer fonts with the original native files. NEVER ASSUME THAT WE HAVE THE SAME FONTS IN OUR FONT LIBRARY. (Not even fonts as common as Times or Helvetica.) There are variations of these fonts. **ALWAYS INCLUDE YOUR SCREEN AND PRINTER FONTS!**

13. We only use PostScript fonts. **No True Type Fonts will be accepted.**

14. Include a composite proof with any disk or cartridge ads. For color ads, include a color composite proof. For e-mailed ads, please fax a proof copy to us at 717-257-4729.

15. Follow the space and copy deadlines as published in our rate card when submitting your ad. A list of deadlines is also included on page 5.



DIGITAL AD TRANSFER GUIDE

Electronic Ad Transfer is an excellent way to send ads to *The Patriot-News*. However, it is critical to understand electronic ad requirements before sending files. Electronic Ad Transfer bypasses the need for scanning a film or velox print, insuring that the final printed version is of the highest possible quality. Submitting your files electronically is preferred, so please take a moment to look over this material.

We offer several options for receiving your ad:

Disk, CD, ftp, AP AdSend, AD eXpress, Ad Transit, AdDirect, Via e-mail or Quick Mail Pro.

QUESTIONS?

Relating To	Call	Telephone	E-Mail
Set-up of Macintosh or PC files and electronic ad transfers	Robert De Wald Barbara Finegan	257-4762 (Days 7-3) 257-4762 (2-10 PM)	adservices@pnco.com adservices@pnco.com
Scanning of color images; press or ad reproduction issues; color problems	Terry Finegan Jim DelSanto	255-8403 (8:30-4:30) 255-8207 (8:00-4:30)	t finegan@pnco.com jdelsanto@pnccom
ad reproduction issues; color problems ad development	Ron Gruver	255-8400 (7:00-4:30)	rgruver@pnco.com

ACCEPTABLE FILES

- **PDF - preferred format**
- **PostScript** or **EPS** (embedded fonts)
- **Native Applications**

Adobe™ Acrobat™ PDF

This format is the easiest to transmit and easiest for us to work with. In sending a PDF file everything is embedded, including the fonts.

Raw Postscript

ALL FONTS - printer and screen PostScript fonts - need to be embedded!

EPS (Encapsulated PostScript)

The following **MUST BE INCLUDED**:

- The EPS file of the ad
- All screen and printer PostScript fonts

ACCEPTABLE REMOVABLE MEDIA

- **CD Recordable Disks** (650 MB size)
- **DVD Recordable Disks**

Native Application Files

(NATIVE File Format - ex: QuarkXpress)

The following **MUST BE INCLUDED**:

- The native application ad file
- All screen and printer PostScript fonts
- Any graphics files

All PostScript printer and screen fonts must be placed into a separate folder labeled "FONTS"

ACCEPTABLE MACINTOSH SOFTWARE PROGRAMS

- **Quark Xpress**
- **Multi-Ad Creator2**
- **Adobe Illustrator**
- **Multi-Ad Creator**

FILE FORMATS

Acceptable formats include EPS, TIFF (graphics only) and PDF. A self-extracting file can be made using Stuffit or Compact Pro compression software. Always include a B&W and color laser copy of your ad to help insure correct output. *The Patriot-News* cannot guarantee the accuracy of the final output without a proper proof.

FONTS

Screen and printer fonts must be provided for any Quark ad sent using removable disks or electronic services. *The Patriot-News* maintains a library of licensed PostScript fonts. *The Patriot-News* reserves the right to substitute similar fonts if a font is unusable or not supplied. For optimum results, it is suggested that type not overprint a background screen (tint or ghosted image) greater than 25%. This allows for dot gain and provides the necessary contrast. Black type should always be in overprint mode. If in doubt, output a black and white proof to check legibility.

GRAPHICS

All photos or illustrations must be imported into QuarkXPress at 100%. Please do not downsize larger files in Quark as it will increase copying, proofing and production times in the system. Fonts with EPS graphics must be outlined.

VIRUS PROTECTION

All electronic files are scanned for viruses before processing. Files found to be infected will be rejected and returned.

CAMERA READY ART

The Advertising Department prefers ads to be sent in electronic format. However, veloxes and negatives are accepted at 85 lpi. Veloxes and negatives should be

correct size to what dimensions are running in the paper. Remember to include standard registration marks on all camera-ready material.

COLOR ADS

The Patriot-News prints spot color using the four process colors. Color in electronic or camera-ready supplied ads must be created in **CMYK**. Pantone spot colors must be set for process separations within QuarkXPress.

Custom colors created for a specific color match must be accompanied by a color proof for comparison during printing.

AD MEASUREMENTS

Ads created with improper measurements will have to be re-sized, which may affect the integrity of the layout. Exact column sizes are provided for you in inches to make the set-up of ads easier.

RESOLUTION AND LINE SCREENS

Use a line screen of 100 lines per inch (lpi). Use a resolution of 600 dots per inch (dpi) for line art and 200 dpi for halftones. Scan images and crop them to final size. All images should be scanned at close to final reproduction size to avoid scaling problems which can compromise quality. Restrict scaling to no more than 25 percent. Adjust your images to allow for a 30% dot gain on our presses.

AD DEADLINES

All current deadlines apply. In order for your ad to be pre-flighted, it must be received on the one-proof deadline. If your ad is received six hours before the final film or camera-ready deadline, *The Patriot-News* will contact you if there are any problems; otherwise the Advertising Department will do its best to resolve the problem.