Requirements and Suggested Tips for Print Ads

Ad Requirements

• Build your file to match the mechanical specs exactly as scheduled.
  o Delete all extraneous type from outside your image area BEFORE creating the pdf.
  o All ads should have a 1 point black border.
  o Camera ready ads should not have crop marks.

File Format

All Camera Ready files should be in PDF format.

Suggestions:
  o It is better to have a layered PDF file because our design team can alter a layered file.
  o Rasterizing an ad turns it into a photo (JPEG) which causes it to lose quality and become blurry. Our designers cannot edit a rasterized ad.
  o Flattening a file means to change it to one layer. Our design team cannot easily work on a flattened file but they can rebuild it.

Fonts

All files must have fonts embedded or outlined. If fonts are not embedded or outlined, fonts will be replaced with the closest available font. If you can highlight text on a PDF, it's embedded. If you can't highlight the text on a PDF, then it's rasterized or flattened, and it's part of an image.

Suggestions:
  o Use bold 10 point type or larger if type is not black or reversed out.
  o In general sans serif fonts are more suitable for reversed type.
  o Script or Italic fonts and shadowing is not recommended on reverse out type.

Transmission Method

Emailed material should reflect the account name and pub date in the subject line and be sent to the sales representative. PDF should not be over 50 MB.

Suggestions:
  o Clients should send files larger than 50 MB via Dropbox or Google Drive and include any permissions/passwords needed to access the files.

DPI for Photos

For Newspaper ads: Images should be 200 dpi at full print size.

Suggestions:
  o Sales reps and client may not be able to tell what the DPI is on an ad/photo. Rough guide is that it's best to run ads above a 500 KB file size and not below a 250 KB file size. However, this varies from ad to ad. Your Sales Support team will assist in monitoring the quality of each ad.
  o To see what size a file is, you can right click on a save ad and go to properties/details.
  o You can always downsize an ad or a photo but you can't upsize it.

Image Quality and Color

Dot gain means that some black is always added to print therefore the hue is darkened.

All files must be CMYK. RGB or spot color files will automatically be converted to CMYK and color shifts may occur.

Registration quality is not only about the plates being lined up correctly on the press but about the mix of colors to produce the layers. With white or a lighter font you are knocking all colors out which makes it a more challenging request to produce on newsprint.

Suggestions:
  o If an ad or photo appears dark, lighten it. Photos are where there are typically more dot gain issues.
  o Use 100% black, not 4 color black type.
  o The Graphic Design team is trained to color correct an ad if it is darker due to dot gain.
  o Use only CMYK with at least 150 dpi resolution and less than 300 dpi.

QR codes/URLs in Ads

It is recommended that a URL is listed in your print ad. All URLs within your print ad will be active on the eEdition as well as within the Flipbooks on marinij.com/special-sections

Suggestions:
  o All URLs should be embedded in the ad. If you can highlight the URL on a PDF, the text is embedded. All URLs should be text not an image.
  o If you add a QR code, it is recommended that the QR code is black and white only and that is 100% black, not 4 color black type. If you must add color to a QR code, it should be CMYK.

Requirements and Suggested Tips for Print Ads
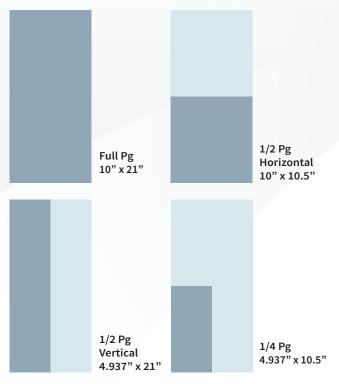
Ad Size

Newspaper (ROP)

Width: Advertisers can purchase ads from 1 to 6 columns
Height: Advertisers can purchase ads from 1" to 21" high.
Must purchase in ½" increments.

Suggestions:

- No bleeds in newsprint
- Minimum ad size is 6 inches.

Full Pg
10" x 21"

1/2 Pg
Horizontal
10" x 10.5"

1/2 Pg
Vertical
4.937" x 21"

1/4 Pg
4.937" x 10.5"

For Classified Display:
Width: Advertisers can purchase ads from 1 to 10 columns.
Height: Advertisers can purchase ads from 1" to 21" high.
Must purchase in ½" increments.

Newspaper Sizes

1 column	1.562 inches
2 column	3.25 inches
3 column	4.937 inches
4 column	6.625 inches
5 column	8.312 inches
6 column	10 inches
Double Truck	21 inches
Double Truck gutter	1 inch
Full page size	6 columns (10") x 21 inches high

Minimum ad size is 6 inches

Classified Sizes

1 column	.937 inches
2 column	1.944 inches
3 column	2.951 inches
4 column	3.958 inches
5 column	4.965 inches
6 column	5.972 inches
7 column	6.979 inches
8 column	7.986 inches
9 column	8.993 inches
10 column	10 inches
Full page size	10 columns (10") x 21 inches high

Marin Independent Journal