

Electronic Ad Technical Specifications Brief

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<http://printads.dispatch.com> or <http://printads.thisweeknews.com>

We accept CDs and DVDs. Label all disk media with account name, publication, date and return address. Although we attempt to return all material, there is no guarantee, so please do not send us your only copy. Supported third-party ad delivery service providers are AP AdSend, AdDirect and AdTransit. For AdSend transmissions use site code OHWTW, or OHCOL for Dispatch.

Acceptable DIGITAL AD FILES are press-optimized Mac or Windows Acrobat PDF files only.

Meeting the mechanical requirements are the responsibility of the media author. We cannot be responsible for improperly prepared files. Technicians may have to edit submissions for print quality purposes.

Fonts supported: Type 1 Postscript fonts. All fonts must be embedded in the PDF. Do not apply “styles” to fonts as there may not be a corresponding face. Use the actual fonts that meet your needs. (i.e.: Times Bold Italic).

Native applications supported: None. PDFs are required, as QuarkXPress/InDesign/Illustrator files slow down production times.

Digital Element files supported: High quality EPS, TIFF, JPG, BMP at appropriate resolutions, text in raw text (.txt) and Microsoft Word (.doc) formats. Images taken from the Internet are 72 dpi and not suitable for print. Ads created in Microsoft Word, Corel Draw, Powerpoint, and Publisher do not mesh with our ad production workflow and, thus, are not supported.

Resolution: Halftone Resolution is 200 dpi for newsprint or 300 dpi for glossy magazine. Linework Resolution 600 dpi at final size.

Color Space supported: CMYK Process only. We do not offer support for RGB, Lab, Index, PMS and spot color-based duotones, although PMS colors may be used for commercial work. Please check with your sales representative.

For black to knock out of another color, create a 98% black color, set trapping preference to “trap” or “knock out” inside your file.

Black text should always be 100% black only. “Rich” or 4-color black text does not register well and will ruin your file.

Newsprint Imaging Limitations: Ink density maximum is 280%, 240% is optimal. (Ink density may also be referred to as Total Area Coverage, or TAC). For example: 100% Cyan, 100% Magenta, 50% Black and 60% Yellow = 310% ink density. 100% Cyan, 80% Magenta, 10% Black and 40% Yellow = 230% ink density.

Minimum type size = 6 pt.

Minimum reverse type size = 10 pt sans serif, 12 pt serif.

Minimum line rule = .007”, or .5 pt.

Newsprint Dot Gain: 28%.