

# SPECIFICATIONS & GUIDELINES

## Ad preparation & output specifications

We are able to accept PDF files that fit the specifications listed below. For information on how to submit your ad digitally visit us at [ads.cnpapers.com](http://ads.cnpapers.com). If you are having trouble creating a PDF, please contact the or e-mail us at [ads.cnpapers.com](mailto:ads.cnpapers.com)

### Black-and-White Ads

#### Technical Specifications

Screens should be output at 120-line ruling with a minimum resolution of 200 dpi with standard screen angles.

#### Halftones

Resolution of 200 dpi or higher.

Highlight Dot 3% Midtone Dot 40% Shadow Dot 80%

Dot gain compensation should be set to 26%.

Black screen less than 5% or greater than 80% are not recommended.

5%

80%

### Full-Color Ads

#### Technical Specifications

All spot colors provided as CMYK. 120-line screen ruling with a minimum resolution of 300 dpi with standard screen angles.

#### Color Dot Aimpoints

	Cyan	Magenta	Yellow	Black
Highlight	5	2	2	0
Midtone	36	28	28	10
Shadow	60	50	50	80

Dot gain compensation set to 26%. It is not recommended to exceed 220% for total ink coverage. Trapping is recommended at .25 pt to .30 pt.

#### Font Size Recommendations

8 pt or higher. Reverse type must be 12 pt Sans Serif or higher. Type should be no smaller than 8 pt.

**Reverse type should be no smaller than 12 pt.**

#### Acrobat Distiller Settings Quick Guide

##### Resolution:

- 1200 dpi

##### Image Compression (Color and Grayscale Bitmap Images):

- 120 Line Screen for newsprint

##### File Compression:

- Zip • Quality: Medium • 8 Bit (Distillers)

##### Fonts:

• Embed All Fonts / Everything else off NOTE: When creating your PDF DO NOT USE MULTI MASTER FONTS, TYPE 3 or BITMAP FONTS. True type fonts will be converted to Type 1

##### Monochrome Bitmap Images:

- Bicubic Downsampling at 1200 dpi
- Compression: Zip
- Compress Text and Line Art
- Color: Leave Color Unchanged on / Everything else off

##### dvanced:

- Process DCS on

##### Files on Default Page Size (inches):

- Width: 12"
- Height: 22.5"
- Resize Page and Center Artwork for EPS
- We only accept PDF files saved as 1.3 PDF version

## Submitting Ads Electronically

We accept ads electronically (with a 10MB limit on file size – for larger files, ask your sales rep about FTP ad delivery) at <http://ads.cnpapers.com> (no www).

**First time registration is easy.** You can also ask your sales representative to assist you in setting up this functionality. (Due to the high volume of junk emails and problems inherent to email in general, we do not recommend email as a means for electronic ad submission.)

### We also receive electronic ads through:

- AP AdSend
- AdDirect by Fast Channel
- Ad Transit

## Mechanicals for Ad Sizes

CLASSIFIEDS	RETAIL
1 col. 1.2"	1 col. 1.78
2 col. 2.55"	2 col. 3.899"
3 col. 3.89"	3 col. 5.925"
4 col. 5.25"	4 col. 7.95"
5 col. 6.601"	5 col. 9.976"
6 col. 7.95"	6 col. 12"
7 col. 9.3"	
8 col. 10.649"	
9 col. 12"	

## Scotch Double & Double Truck

Scotch Double Width	Double Truck
8 col. 14.375"	13 col. 24.5"
9 col. 16"	
10 col. 18.425"	
11 col. 20.45"	
12 col. 22.475"	

## Tabloid

Tab (4 col. Modular)	Tab (5 col.)
1/4 pg. Std: 2col.x5.88	5.25 x 5.875"
1/2 pg. Hor: 4col.x5.88	10.625 x 5.875"
1/3 pg. Hor: 4col.x5.88	5.25 x 3.843"
Full Page: 4col.x12	10.625 x 11.75"
1/4 pg. Ver: 1col.x12	2.562 x 11.75"
1/2 pg. Ver: 2col.x12	5.25 x 11.75"
Double Truck: 9col.x12	21.75 x 21.50"