

# Electronic Ad Delivery Guidelines...

## The Virginian-Pilot PilotOnline.com

11/14/07

**\*All new customers should contact Shea Alvis the Imaging Department manger for clarification of the material below and to arrange for a test before sending us live files.**

We can only ensure that your ad will print correctly by sending it by the established deadlines. This allows us to preflight your file and contact you concerning any problems we find.

We design ads on a PC platform using InDesign 1.5. We do not support or accept native files created in Quark, PageMaker or versions of InDesign above version 1.5. We do not accept any responsibility for PDF files created using Microsoft Publisher.

We cannot accept your fonts and enter them into our system due to licensing restriction with the fonts.

We accept only Acrobat PDF files which have become the industry standard for digital camera ready ads.

## We accept ads via the following methods...

### Ad Delivery Systems (third party systems)

AP ADSEND: 1-800-823-7363/[WWW.ADSEND.COM](http://WWW.ADSEND.COM)

AD TRANSIT: 1-800-254-6533/[WWW.ADTRANSIT.COM](http://WWW.ADTRANSIT.COM)

FAST CHANNEL: 1-866-321-3278/[WWW.FASTCHANNEL.COM](http://WWW.FASTCHANNEL.COM)

AD EXPRESS: 1-800-446-6646/[WWW.AD-EXPRESS.COM/ADDELIVERY](http://WWW.AD-EXPRESS.COM/ADDELIVERY).

*\*NOTE: These are all secure systems that guarantee delivery and confirmation of delivery.*

### EZ Pilot Ads

This free service replaces e-mail as a method for sending The Virginian-Pilot your ads. Go to the internet, connect to <http://ezpilotclassifieds.com/adsupportads> fill out a short ad submission form and send us your ads.

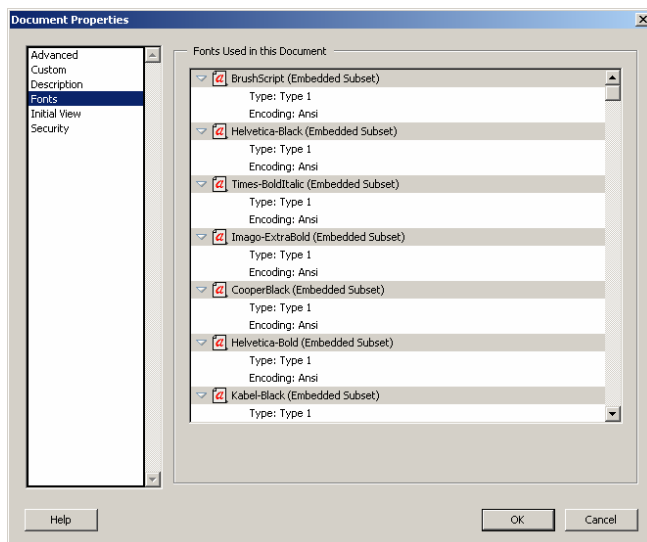
You can request instruction for using this service by e-mailing [k.shea.alvis@pilotonline.com](mailto:k.shea.alvis@pilotonline.com)

### Disks

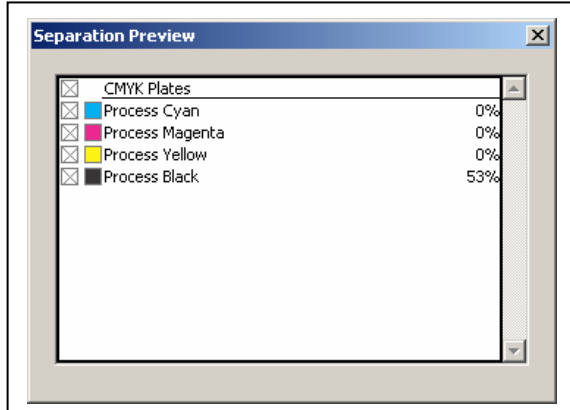
We prefer PDF files sent electronically but do accept files on CD ROM formatted for PC.

### Acrobat PDF Files

- We prefer PDF files created using Acrobat Distiller by first creating a postscript file and then distilling it.
- For best results use the Distiller Press Quality job options this will create a good high resolution PDF file intended for printing on any printing press.
- Exported PDF files from Photoshop, InDesign, Illustrator are also fine to submit.



- Please check your files to be sure all of your fonts are embedded and you have the correct color space before sending. Fonts not embedded and color in black text are problems with files we see everyday. Fonts can be verified by opening the PDF file in Acrobat. First select File from the Menu list then select Document Properties click the Fonts tab. All of the fonts used in your document should indicate embedded and subset any fonts not showing this will not be included in you file when you send them to us. If you outlined your fonts they will not appear in the list.



- Colors can be verified by selecting Advanced from the Menu list and selecting View Separations from the list. You can then turn on individual color to check your file. If text that is supposed to be black shows up in separation will indicate you have used an incorrect distiller job option or you have RGB or CMYK text in your original file.

- We can supply you with our distiller job options file on request.
- Files should be submitted as CMYK, NO Pantone colors. *We are not responsible for any color shifts if files are not submitted as CMYK.*
- We have PDF preflight software (Asura) which can fix some of the problems but we would rather you correct any problems with your files and re-send them.

## Policies and Tips

- If you are a new customer please contact us to setup a test before sending us live ads.
- Distiller should be configured to cancel the job if fonts do not embed correctly this should eliminate any font issues. The file will appear fine on your system but fonts will default in most cases to Courier when output in any other system. Check Your Fonts!!!
- Avoid using True Type fonts older True Type fonts may have restrictions that keep them from embedding in files and RIPS sometimes do not rendering these fonts correctly. If you must use True Type fonts convert to outlines
- If files do not print properly for you they will not print properly for us. Remember printing to a desktop printer is not the same as printing to a RIP.
- Check your job options before distilling **do not use Smallest File, Standard, High Quality Screen or Print** job options these by default will overwrite any color settings you used in your desk top application and will change all text and graphics to LAB or RGB mode. Ask for our job distiller job options. You should request out distiller job options or use the Press Quality job option installed with Distiller.
- Do not use CMY (rich black) to make black elements, you could exceed our Total Ink Density (230-240) for our press which results in too much ink being laid down causing setoff and bleed through when printing on newsprint.
- Do not send us PDF files created with PDF Writer these files will not contain all of the postscript information needed to process properly and will convert text and graphics to RGB and will fail in our preflight process. *We are not responsible for ads outputting incorrectly if we are forced to use these files*
- We recommend you use one of the PDF preflight softwares if possible to verify your files before sending. Pitstop from Enfocus is a good application for pre-fighting PDF files. Acrobat 6 and 7 have a built in pre-fighting tools that will not correct the problems only warn you.
- PDF files must be composite files send no separated PDF files for color ads. All color files must be built as CMYK files.
- Your electronic file must be complete and ready for printing, no tonal corrections will be made to any halftones in your file.

- Remember work flows are different at each Newspaper or Service Provider, due to the complexity of some of the modern design software's what may work somewhere else may not work for us. We are a totally paginated newspaper and work only with digital files no paste ups or negatives please.

## Preparing Your Images For Newsprint

To prepare your images in Photoshop for newsprint, you'll need to understand something about how images reproduce on newsprint. Although some images are intended exclusively for use in newspapers, typically images used for other ad placements are repurposed for newsprint. An image may start as a magazine ad and end up in a newspaper.

Coated paper stock is typically used in magazines and is not very absorbent, and therefore images with higher line screens and higher ink densities can be used for these publications.

Newsprint on the other hand is very absorbent, so fine-line screens and full rich images will not print well. Fine screen values printed on newsprint fill in very quickly when the ink hits the paper the full dense areas and shadow details completely plug up or fill in to solid black.

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**Note:** To simulate what happens when ink is placed on newsprint drop a droplet of water on a tissue and watch how quickly it spreads. The same effect happens with ink on newsprint.

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## Virginian-Pilot Specifications For Optimum Reproduction

- Image Resolution (color and grayscale).....**200 DPI**
- Line Screen.....**100 LPI**
- Monochrome Images Graphics and Fine Line Art.....**600-1200 DPI**
- Image File Formats.....**TIFF, EPS, PSD**
- Color Mode for Saved Color Images.....**CMYK**
- Color Mode for Black and White Images.....**Grayscale**
- Dot Gain.....**28-30%**
- Maximum Ink Density (total ink limit).....**230-240%**  
C-60%, M-55%, Y-50%, K65%
- Maximum Reproducible Dot.....**90%**
- Minimum Reproducible Dot.....**3%**
- Recommended GCR.....**60-70%**
- Black Ink Limit.....**100%**
- Sharpening.....**Use Unsharp Mask**
- Radius.....**1.0**
- Threshold.....**3**

### Sharpening Images

Make sure you have applied plenty of sharpness to the image (185 is a good starting point), so that the edges within the image show detail. You'll want to experiment with these values, as the recommended values may not suit images of different sizes. Excessive sharpness will show up as a white hallow around the edges of the image and will print this way. Your image should be viewed at 100% to be able see the effects of the sharpening when it is being applied. If you click in the preview window you will see the image before the sharpening was applied.

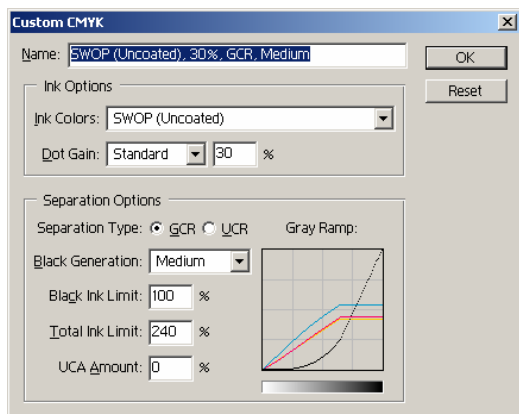
- Total ink density is the amount of ink in the darkest part of an image when you add up all the CMYK values. They should add up to no more than 230%-240% for newsprint.
  - Check the image resolution and make sure the resolution is set to 200 DPI for newsprint and 300 DPI for coated or enameled stocks. When taking photos with a digital camera check the settings of the camera to be sure

the camera is set to the highest setting the camera allows. 72 DPI images will not provide enough resolution for optimal reproduction.

- Images that are downloaded from the Web will be 72 DPI and may have an incorrect color space. Images higher in resolution than 200 DPI afford no extra improvement in printing quality they only make files larger and can cause problems when processing.

**Before you can start working on your images you need to setup Photoshop to be able to take critical measurements. The Virginia-Pilot ink profile is available on request. We recommend all color photos be adjusted in RGB color mode.**

## CMYK Setup

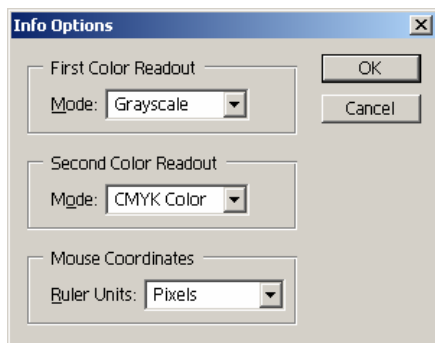


You can edit your color settings if you wish and name the file with something that makes sense to you. Below is a screen capture of the CMYK setup in Photoshop. We can send you a copy of our Photoshop Ink file upon request. to measure.

## Setup Sample Points

Select the eyedropper tool by depressing the (I) key or from the tools palette. In the Options bar at the top of the screen you will see the Sample Size drop down box select 3x3.

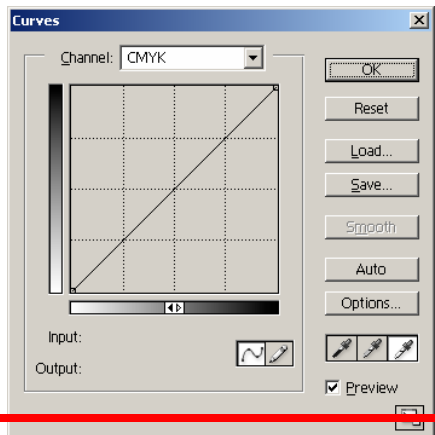
## Setup the Info Palette



Click on the Info Palette sub menu (the triangle in the upper left corner) and select palette options for your first readout select Grayscale. For your second readout select CMYK then click OK.

This can be configured different ways based on what you wish to measure.

## Setup the Curves Palette



Open the Curves palette Ctrl+M Double click on the white eyedropper tool. In the CMYK fields enter 3,2,2,0 click OK. The only numbers you need to be concerned with are the CMYK values.

Double click on the black eyedropper tool in the CMYK fields enter 68, 56, 53, and 90 click OK.

Click OK in the Curves in the palette window you will be asked if you wish to use the settings as your default click Yes. Remember these are Virginian-Pilot ink densities.

## **Commercial Printing (Specialty Publications)**

If you are building files for a commercial print piece you should ask for the same information as above. The color specifications for commercial printing are critical to producing a good print piece and the printers specifications should be followed. Printers will reject files that are not prepared correctly.

We can provide you with the specifications for the commercial printers we use for specialty publications or put you in contact with someone at that specific facility to explain there requirements.

When you are providing ads for specialty publications that print on enameled stock (coated) you cannot use the same Photoshop setups. Be sure to use ink setups intended for enameled or coated stocks.

### **Contact Information**

If you have any questions concerning The Pilot's electronic ad acceptance policy contact us...

#### **Shea Alvis**

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