

Ledger-Enquirer



Turn to us.

11-05

ADVERTISING PRODUCTION PREPRESS GUIDELINES

Ad mechanicals are produced by our Advertising Graphic Artists. We are a fully paginated newspaper, using advanced technology to produce full color or black and white pages. As a result of our production experience, we have developed the following guidelines. These guidelines are vital for us to maintain the highest quality and accuracy possible for your advertisement.

SCREEN RULING

Pages will be output from our electronic system to negatives at
85 line screen/ 1200 dots per inch.

FILM

Offset: RRED

Right-reading emulsion down

Our press has a dot gain of up to **36%**. An Image's **darkest point** should be less than 78%. The **lightest point** showing color should be at least 10%.

FONTS

Minimum font size reproduction in 1-color

- San-serif: 6 point
- Serif: 8 point

4-color

- San-serif: 10 point
- Serif: 12 point
- Fine Serif: 14 Point

Minimum font size reversed

- Out of **4-color**: 12 point
- Out of **1-color**: 10 point
- Type should be reversed out of a background containing at least 70% screen. Remember to **KNOCKOUT** your fonts.

COLOR

Check that all images and colors used are in **CMYK** format.

Our press sheet can be provided to assist in choosing color.

Grayscale for any b/w halftones.

OUR NATIVE FILES:

Multi-Ad Creator 4.02, QuarkXpress 4.04, Adobe Illustrator 9, FreeHand 9, Adobe Photoshop 6.0 and Acrobat 5.0

When submitting Native files

Be sure to include all associated linked files (illustrations, scans, fonts etc.)

To assure accurate reproduction of your ad, you must supply printer and screen fonts for all of the fonts used in your ad. (when using Illustrator use "create outlines" on all fonts)

DIGITAL FILES

Media accepted:

- **PDF** All fonts embedded or supplied.
- **EPS** (Encapsulated PostScript) All fonts embedded or supplied.
- **TIFF** (Tagged Image File) for 1 bit line art only.

A HARD COPY IS REQUIRED FOR EVERY AD SUBMITTED

(laser quality, reduced is acceptable)

For color ads, a color proof is preferred or black and white separations indicating colors. Faxes are acceptable.

All ads being submitted electronically must be accompanied by a hard copy. The hard copy is required so as to identify the correct ad for insertion. Ads being submitted electronically will not be altered or proofed for errors or omissions. It is the Ad agency's responsibility to understand and comply with our prepress production guidelines. By not submitting a hard copy you waive all makegoods or refunds for any errors that may occur.

Electronic ads can be submitted on:

- **3.5" floppy**
- **100 MB Zip**
- **CD-ROM**

Disks should be Virus FREE, all disks will be ran through Norton Utilities - if a virus is found, your ad will have to be submitted another way. Disks should be labeled and will be returned upon request and only after publication of ad.

Ads being submitted by e-mail:

Send a copy to the individual sales consultant and **ads@ledger-enquirer.com**. Check with your sales consultant for the correct address to send your file to them.

The account name and first run date of your ad should appear in the subject line.

Our server has a 50M limit; files can be stuffed using Stuffit Deluxe or winzip.

Ads being submitted by Internet:

Ledger-Enquirer FTP server

Please call for set up and passwords.

We also support the retrieval of digital ads by:

- **Adsend**
- **Fast-Channel**
- **AdTransit.com**

For compatibility with any other ad delivery agencies please contact your sales consultant.

The first publication date and subject of the ad should appear on headline of ad title being submitted.

PAPER COPY ADS:

Ads submitted in paper form will be scanned into our system and a second generation of the ad will appear in the newspaper.

The ads will not be returned.

The Ledger-Enquirer is not responsible for a loss in quality.

BACK-UP SCENARIO

A back-up scenario should always be planned in the event that there are technical difficulties in receiving ads.

DEADLINES

Ads must arrive for production no later than **5:00 pm two days prior** to the publish date. (Monday publication ads are due at noon on the Friday prior)

Special Section deadlines will be provided by your sales representative.

REQUEST FOR ADS

The Ledger-Enquirer will provide copies of ads at the request of the advertiser using the guidelines listed below.

1. Ad must have already published in the Ledger-Enquirer
2. An email must be sent to Operations Manager and Account Rep requesting the ad
3. A unaltered PDF of the ad will then be emailed or placed on CD or Zip (Provided by the advertiser) within 24 hours
4. \$50 graphic design fee plus \$1 per column inch payable to the Ledger-Enquirer

An invoice will be issued for ads provided by the Ledger-Enquirer. In order to continue receiving ads, all invoices must be paid in full within 30 days.

For more information or questions feel free to contact:

Your sales consultant at the Columbus Ledger-Enquirer or Christine Brown

Advertising Operations Manager

706.571.8630

cbrown@ledger-enquirer.com