

The Times-Picayune

2009

ADVERTISING PRODUCTION SPECIFICATIONS

This guide contains useful information for producing your ad for publication in The Times-Picayune. If you need additional information, please contact your account representative for further assistance.

FILE INFORMATION

We operate primarily on the Macintosh platform and can accept jobs created in:

- Quark XPress 7 and lower
- Adobe InDesign CS3 and lower
- Adobe Acrobat 8.0 and lower
(see Distiller settings on page 3)

For Windows users, we accept:

- Adobe Acrobat files - pdf
(with all fonts embedded using Acrobat Distiller)
- Image files - eps, tif, psd
(only if all fonts have been converted to paths or curves)



DELIVERY INFORMATION

We can accept files by one of the following electronic delivery methods:

- E-mail (ads@timespicayune.com)
For e-mail ads, the subject area should contain the ad number (supplied by your account rep), the rep's name and the run date of the ad.
- AP ADsend
(For more information, contact adsend.com. Our site name is "laors")
- Ad Transit
(For more information, go to www.adtransit.com.)
- Fast Channel
(For more information, go to www.fastchannel.com)
- [ftp.timespicayune.com](ftp://ftp.timespicayune.com)
(contact your Account Representative for more information)

We also accept files on CD-ROM.

- All disks should include the ad file, all screen & printer fonts, (including fonts used in eps files) and all high resolution art files used in the ad.
- Please keep a backup of all disks sent to The Times-Picayune.
- A hard copy should accompany all disks.

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AD SIZES

RETAIL AD SIZES

| | |
|--|---------|
| 1 Column | 1.75" |
| 2 Columns | 3.75" |
| 3 Columns | 5.687" |
| 4 Columns | 7.687" |
| 5 Columns | 9.625" |
| 6 Columns | 11.625" |
| 11 Columns (tabloid double truck) | 20.21" |
| 13 Columns (full page double truck) | 24.06" |

CLASSIFIED AD SIZES

| | |
|------------|---------|
| 1 Column | 1.062" |
| 2 Columns | 2.25" |
| 3 Columns | 3.437" |
| 4 Columns | 4.625" |
| 5 Columns | 5.75" |
| 6 Columns | 6.875" |
| 7 Columns | 8.062" |
| 8 Columns | 9.312" |
| 9 Columns | 10.437" |
| 10 Columns | 11.625" |

Full Page Size 11.625" wide by 21" deep

Double Truck Page Size 24.06" wide by 21" deep

Tabloid Page Size 9.625" wide by 11.5" deep

Tabloid Double Truck Size 20.21" wide by 11.5" deep

HOME BUYER'S GUIDE

Full Page

7.5" wide by 9.375" deep

1/2 Page

7.5" wide by 4.625" deep

1/4 Page

3.687" wide by 4.625" deep

For Bleed Specifications on Wish Magazine glossy covers or on Home Buyer's Guide covers, please consult your Account Representative.

WISH MAGAZINE

Full Page

9" wide by 9.75" deep

1/2 Page

9" wide by 4.75" deep

PICAYUNE PERKS

Full Page

8" wide by 10.5" deep

1/2 Page

9" wide by 5.125" deep

1. For a Black and White ad, make sure all elements are black & white or grayscale, not RGB.
2. Color images should be converted to CMYK. Pantone colors should be converted to CMYK equivalents. (*see color ad requirements*)
3. Flatten all layers.
4. Use the setting PDFx 1/a to distill your files.
5. For older versions of Acrobat or to make custom settings, set your Distiller options as follows:

It is recommended that you use Adobe Acrobat Distiller make PDF files.

General

- Compatibility = Acrobat 4.0 • Deselect ASCII
- Default Resolution = 1270 • Binding - Left
- Optimize PDF

Compression

- Select Compress Text and Line Art
- Color bit map Images = Bicubic Down Sampling 210 Compression Automatic medium
- Gray Scale bit map Images = Bicubic Down Sampling 210 Compression Automatic medium
- Monochrome bit map Images = Bicubic Down Sampling 635
- Compression CCITT Group 4

Font Embedding

- Select Embed All Fonts
- Select Cancel Job when embedding fails
- Select Subset Fonts Below 100%

Color

- Select Leave Color Unchanged
- Select Preserve Overprint setting
- Select Preserve Under Color Removal/Black Generation

Advanced

- All Postscript File to Override Job Options
- Default Page Size = 11.625 x 21 Inches

Create a PostScript file or EPS of your ad.

Drag and drop your PostScript file or EPS onto the Acrobat Distiller icon.

Always check your PDF by opening your file in Adobe Acrobat.

Adobe Photoshop Specifications:

We accept Photoshop CS3 and lower.

All images should be saved as CMYK or Gray Scale. RGB, Lab or Index colors should not be used. Highlights should not be less than 3%. Shadow Dots should not exceed 88%.

All images should be flattened before using them in ads and before sending them to The Times-Picayune.

All images should be saved as TIFF or EPS. (*jpeg compression can cause printing problems*)

Do not use LZW compression

Use Binary encoding

8 Bits/Pixel

All images using Clipping Paths should have those paths done in Photoshop.

(Using a layout program to make clipping paths is not recommended.)

Newsprint

Newsprint Halftone Images:

Images should be scanned at 210 dpi at the size to be used in the ad.

Newsprint Bitmap Images, Line Art and Text:

Images should be scanned at 635 dpi at the size to be used in the ad.

If your entire file is done in Photoshop (*we do not recommend this*), the entire ad must be done at 635 dpi.

Heatset/Glossy

Heatset/Glossy Stock Halftone Images:

Images should be scanned at 300 dpi at the size to be used in the ad.

Heatset/Glossy Stock Bitmap Images, Line Art and Text:

Images should be scanned at 800 dpi at the size to be used in the ad.

If your entire file is done in Photoshop (*we do not recommend this*), the entire ad must be done at 800 dpi.

Printing Ink Setup:

Swop (Uncoated), 28% Dot Gain, Gray Balance 1.00 for CMYK

Separation Setup:

GCR, Custom 0/0, 35/0, 70/30, 100/100

Black Ink Limit 100%

Total Ink Limit 240%

UCA 0%

Quark XPress and Adobe InDesign

We have Quark 7 (and lower) and have InDesign CS3.

All ads must be done to the correct size.

All layers should be flattened.

Any ad sent in Quark or InDesign must contain the following:

All art files. (*TIFF and EPS*)

All fonts. (*We use Macintosh fonts. Postscript Level 1 & 2. We do not recommend using TrueType, Open fonts or Multiple Master fonts. Any graphics using PC fonts will need to have the fonts saved as paths and submitted as TIFF or EPS.*)

Line art should not be less than 1 pt. in thickness.

All colors should be converted to CMYK. (*Pantone colors are not recommended*)

4-Color Black is unacceptable for type and rules.

Type smaller than 10 points should not be reversed.

Knocking out text on any 4-color photo is not recommended.

Quark users:

Use “Collect for Output” to gather all components for your ad together in one place.

Check: Layout, Linked Pictures, Screen Fonts and Printer Fonts

InDesign users:

Use “Package” to gather all components for your ad together in one place.

Check: Copy Fonts (except CJK), Copy Linked Graphics and Update Graphic Links in Package

We do not accept ads produced with:

- Microsoft Word
- Microsoft Excel
- Word Perfect
- Microsoft Powerpoint
- Microsoft Publisher
- Corel Draw
- Pagemaker

Ads produced using these programs should be reproduced by one of Creative Advertising artists at The Times-Picayune. Please send all art files via e-mail and fax a copy of what the ad should look like to your account representative.

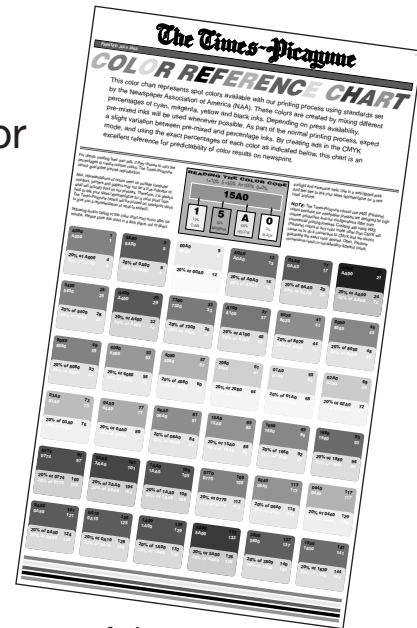
COLOR INFORMATION

Please ask your account representative for a copy of The Times-Picayune's Color Reference Chart.

This color chart represents spot colors available with our printing process using standards set by the Newspaper Association of America (NAA).

Our colors are created by mixing specific percentages of cyan, magenta, yellow and black inks. Depending on press availability, pre-mixed inks are used whenever possible. As part of the normal printing process, expect a slight variation between pre-mixed and percentage inks. By creating ads in the CMYK mode, and using the exact percentages of each color as indicated, this chart is an excellent reference for predictability of color results on newsprint. If clients choose to vary these percentages and create custom colors, The Times-Picayune cannot guarantee precise reproduction.

Also, representations of colors seen on outside computer monitors, printers and papers may not be a true indicator of what will actually print on our presses.



Note: It is always best to ask your account representative for a color proof from The Times-Picayune (which will be printed on newsprint stock) to give you a representation of what to expect.



The Times-Picayune cannot use PMS (Pantone) colors because our newspaper presses are designed for high volume production and our configurations differ from commercial printing presses. Creating ads using PMS (Pantone) colors or any color mode other than CMYK will cause us to do a conversion to CMYK and we cannot guarantee the exact color desired. Often, Pantone conversions result in considerably different colors. Keep in mind also that PMS (Pantone) colors, after conversion, often go beyond the recommended 240% ink density requirement for our presses. This causes oversaturation on the newsprint and gives a “muddy” look to the ad.

PRE-FLIGHT CHECKLIST

A quick check through this list can eliminate most printing problems.

PDF:

- PDF file was created using Acrobat Distiller.
- The file was distilled using the recommended settings from The Times-Picayune or using PDF X1/a settings.
- All fonts were embedded.
- Security settings were turned off and no encryption was used.

FONTS:

- Both screen and printer fonts were provided.
- TrueType fonts were NOT used.
- Open type or Multiple Master fonts were NOT used.
- Selecting Bold, Italic, Outline, etc. type styles within an application is not recommended.

IMAGES AND SCANNING:

- Include all TIFF or EPS images used in ad
- Halftone or photo-quality images were scanned to size at 210 dpi for newsprint or 300 dpi for heatset or glossy products.
- All line art and line drawings were scanned to size at 635 dpi for newsprint or 800 dpi for heatset or glossy products.
- All images have been flattened (no layers)
- All files are CMYK/Grayscale/Line Art

COLORS:

- 4 Color black is not recommended
- All colors are CMYK - replace all PANTONE or RGB colors with CMYK and give consideration to dot gain (28%) and ink density. (240%)
- Spot colors were chosen using The Times-Picayune color chart. (provided by your account rep)
- A match-print has been provided to The Times-Picayune for color correction.

DOCUMENT:

- The ad measures the correct size.
- All files have been flattened. (no layers)