

DIGITAL AD SUBMISSION GUIDELINES

The **Reporter** accepts ads created in Adobe InDesign CS (Mac), QuarkXpress 4 or 5 (Mac), Adobe Illustrator and Adobe Photoshop. The preferred file format for submitting ads is **Adobe Acrobat PDF**. Please see below for specific instructions regarding the software and operating system you use. ***If you are using a program other than the ones mentioned above, please call the Production department first to see if it is supported.***

ADOBE INDESIGN, QUARKXPRESS 4 OR 5: If you are submitting a page layout document you must also include all fonts (both screen and printer fonts) and all image files used in your layout. Make sure all linked files are updated before saving the document for output. Most recent page layout programs have a function that allows you to “Collect for Output” or “Package” files. Using this function will often alert you to any problems with fonts or links and is thereby worthwhile.

Image files should be either in **CMYK** or **Grayscale** Mode and have a minimum resolution of 200ppi at the final size in the document. (If you are creating your entire ad in Photoshop see section below.) When correcting your images for publication bear in mind that newsprint is very absorbent. The ideal Ink Limit or Dmax for our paper is 230. This means the total of C, M, Y and K in the darkest area of your image should not exceed 230. Call the Production Manager for tips and tricks for correcting your images to get the best reproduction quality.

Besides PostScript Type 1 fonts (Mac) and TrueType fonts (Mac), OpenType fonts are also accepted.

WARNING: If you are using QuarkXpress 6 or Later, you must save your document back to Quark 5 or submit a PDF. We cannot accept native files later than version 5.

ADOBE ILLUSTRATOR: Include all fonts *or* convert all text to “paths” or “outlines”. If you are working on the Windows platform you **must** convert all text to outlines. Save your file in **.eps** format with a TIFF or Macintosh 8-bit preview. Images should be included (rather than linked). If you are given a choice save in Language Level 2. Please do not submit **.ai** files. If you submit a PDF file from Illustrator, please check it carefully in Adobe Acrobat before submitting as problems have been known to arise. (See above for notes on image files.)

SPECIAL NOTE: If you use Freehand or CorelDraw these instructions should work for you, too.

ADOBE PHOTOSHOP: If you are producing your entire ad in Photoshop please be aware that our editing capabilities are severely limited should you require changes. For best reproduction **build** your ad at 600ppi, this way type will not be jagged. For black & white ads use Grayscale mode. For color ads use CMYK mode. The total of C, M, Y and K in the darkest area of your file should not exceed 230. Save your file as **.tif**, **.eps**, **.pdf** (maximum file quality) or **.jpeg** (maximum file quality). Call the Production department for tips and information to get the best reproduction for your ad.

ADOBE ACROBAT PDF: Many applications allow you to export or save to PDF. Choose one of the following settings to make your PDF: Print, Press Optimized or X 1/a to insure compatibility with our system. If you use Adobe Acrobat Distiller to produce PDFs you may download settings from our website. Please examine your PDF carefully before submitting it to make sure there were no translation errors from your original file.

SUBMIT YOUR AD: We accept the following disk media: DVD-R, CD-R, Zip 100 and 3.5” floppy disk. You may email ads under 10Mb to production@sfreporter.com, art@sfreporter.com or sfreporter@mac.com. Please include the account name, ad size, ad rep and run date in the email. Compress files to avoid corruption and speed transmission. For ads larger than 10Mb call the Production department for FTP upload information.

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