

Print Advertising Submission Guide

* *The News Tribune* * *The Olympian* * *The Gateway* * *Puyallup Herald* * *NW Guardian*

PDF Checklist

All complete ads submitted must be in PDF format

Color ads must be built using process CMYK. Be sure to use your CMYK palette within your software application.
Black & white ads: use black only, there should not be any other colors selected on the color palette except black

Acrobat Settings

- * Save your PDF file as PRESS OPTIMIZED. Change the Acrobat compatibility to Version 4, version 1.3
- * Be sure to EMBED all fonts - Subset fonts 100% * The COLOR setting should be "Leave Color Unchanged"
- * PDF files saved as "PDFX-1a" are also accepted
- * Color ads should be saved as "Color Composite" PDF files
- * Leave Security turned OFF
- * Do not Subset fonts (should be 100%)
- * Do not create PDF files with Adobe PDF Writer
- * All PDFs must contain only one page
- * Flatten artwork (such as Illustrator) before saving your PDF

Ad Prep Checklist

- * Create documents at 100% of printed size (ads must not require scaling)
- * Use Postscript Type 1 fonts
- * Do not use Multiple Master fonts & Type 3 fonts
- * When creating screened boxes, circles, rules, etc. in your application, use 20% as the minimum and 80% as the maximum
- * Building ads in Microsoft Word or Adobe Photoshop NOT recommended
- * It's a good habit to convert all fonts to paths. When using fonts other than Postscript Type 1, you MUST convert your fonts to paths, especially ads built on a PC which uses True Type and Open Type

Not a PDF? - We'll build your ad using these programs

- * We accept Macintosh (preferred) and PC files created in the following applications: Adobe InDesign CS3 (and earlier, Package only), Adobe Illustrator CS3, Adobe Acrobat 8, QuarkXpress 4.1 (collect for output only) and Adobe Photoshop (not recommended for newspaper ad reproduction). If you have applications that are newer than the above mentioned, you must "save down" to our version
- * Files created in Publisher, CorelDraw, Word Perfect, Excel, Powerpoint, QuickTime, Print Master or other desktop publishing programs are not accepted. You may take your files to a graphics service bureau to have a PDF created. There are also online services available that create PDF files for you
- * We accept text files created in most word processing software. Be sure to save documents as "text only"

Image Checklist

Black & White photos

RESOLUTION: 170 dpi
Highlight: 0-1%
Midtone: 35%
Shadow: 97-99%
Dot Gain setting: 30%

Color Photos

RESOLUTION: 170 dpi
Highlight: Cyan 5% Magenta 4% Yellow 3% Black 0%
Midtone: Cyan 44% Magenta 34% Yellow 33% Black 2%
Shadow: Cyan 62% Magenta 52% Yellow 42% Black 80%

Line Art (black & white)

Minimum resolution 600 dpi
Preferred file type for photos: Photoshop PSD, Photoshop EPS, JPEG
AVOID using images created from websites -- they have a resolution too low to print, usually 72 dpi.

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Download a PDF of our Print Advertising Submission Guide at: <http://www.thenewstribune.com/aboutus/advertising/>

Print Advertising Submission Guide

Image Checklist ... continued from front page

- * Images should be saved at 100% of original scanned size * Use binary encoding
- * All files must be saved as CMYK/Grayscale/Line Art
- * Do not save images as RGB, Index Color or LAB Color
- * Knockout on all plates
- * Photoshop Tips: Setting the Gray Component Replacement (GCR) at medium will replace portions of neutral colors (gray) produced by the cyan, magenta and yellow inks with black ink. This minimizes color shift in the neutral tonal ranges throughout the press run allowing for more consistent reproduction
- * Set the Total Ink Limit to no more than 240%, this will help to maximize shadow detail while preventing the buildup of excess inks. This minimizes setoff and produces a cleaner image

Prepress Checklist

- * Pantone inks are not used, since they cannot match the CMYK color gamut. The Newspaper Association of America's color book is more accurate in presenting color representation of what can be reproduced in newspapers
- * Do not use 4-color black (rich black) * All color type should be at least 18 points * Use only two process colors when using knockout text on a color * Do not use knockout text on full color photos * Type should not be reversed out of a yellow background * Use bold fonts with color and screened backgrounds

Getting your files to us ...

News Tribune FTP site: <http://ads.thenewstribune.com/AdUpload/>

User Name: general

Password: tnt07

If you would like your own TNT FTP Account, please call 253-597-8742 ext. 6346. You'll be given your own unique user name and password. TNT FTP is for all newspapers except The Olympian and Gateway.

Fax a copy of the ad to your sales representative with name of the electronic file included. Name your file by the advertiser's name and publication date. Example: STORENAME 1231.pdf. When naming files, avoid using back slashes and other keyboard symbols. Use only letters and numbers along with the .pdf extension.

Please add as much information you can about the ad, such as size, color, run date, your ad rep name, etc.

Olympian FTP site:

<http://customerservice.theolympian.com/cgi-bin/WebObjects/FileReceiver.woa>

Please refer to the TNT information above when saving file names and providing information

Gateway FTP site:

ads.gateline.com

User Name: penngate

Password: rubiax

Please refer to the TNT information above when saving file names and providing information

Email

Your sales rep/ad assistant will give you the correct email address to send your files

Alternatively for News Tribune clients, email files to:

ads@thenewstribune.com. Use the same file naming convention as the FTP site

PDFs that require changes must be resubmitted!

Have technical questions? Call 253-597-8742 ext. 6346

Electronic File Policy

PDF files sent to The News Tribune, The Olympian, The Gateway, Puyallup Herald and NW Guardian electronically -- email, FTP, or on disk are considered camera ready with no changes. PDFs must be properly prepared for newspaper production printing, based on our electronic guidelines, and that most newspapers currently use. We'll make every effort to communicate to our clients of any possible file problems/errors before publication deadline, but it is the client's responsibility to ensure all electronic files are ready for output. We will not be responsible for low resolution advertisements or placed graphics. If a PDF doesn't reproduce as expected by the client, we will accept a new revised PDF file for the next publication date. **We do not make changes to PDF files.** We preflight all PDFs. Black and white ads that have been saved as RGB or CMYK will be converted to bw/grayscale. This may result in darker photos and artwork. It is the client's responsibility to ensure all art and photos contain only black and/or grayscale elements in black and white ads. Color ads containing Pantone, RGB or Spot colors will be converted to CMYK which may produce undesired results.