

# The Patriot-News E-mail Ads Checklist

Now you know

## PDFs are the preferred file format. Our requirements are:

- BLACK & WHITE or greyscale ads MAY NOT have any color in them
  - COLOR has to be **CMYK Process** only (*no Pantone, Lab, spot, RGB, etc*)
  - FONTS: All fonts must be embedded in PDF file, please verify before sending
  - OPI SETTINGS: Turn them OFF. No OPIs!
  - SECURITY SETTINGS on PDFs: MUST be turned off, no exceptions
- \*\*Files not meeting these standards will be returned for revision.*

## Other acceptable formats:

- Quark Xpress / Creator 2: requirements are:
  - ALL licensed screen & printer fonts MUST be provided in POSTSCRIPT form.
  - NO TRUE TYPE FONTS accepted. All graphics used on ad must be provided.
  - Please double-check this step. DO NOT scale or rotate graphics in Quark XPress.
- Illustrator, up to version 8: Convert fonts to outlines and save as Illustrator EPS.
- Photoshop: save as high-resolution TIFF/JPEG/EPS file. No layers enabled.
- Acceptable media: Zip, CD or via e-mail *only*.

## General pre-flight guidelines:

- PROOF:** Always include a proof (*can be a fax*); Color ads should have a color proof!
- GRAPHICS:** Halftones at 200 dpi / Bitmaps at 600 dpi (*EPS/TIFF/JPEG*)
- SCREENS:** Line screen is 100 lpi.
  - Screens (*i.e., gradients*) used on ads: no lower than 15% for best results
  - Prepare your ad at actual size.
  - Type should not be smaller than 8 point; do not scale your text.
  - Reversed type minimum size is 10 point; (*consider bold facing*)
  - Please double-check that all color is CMYK process **ONLY**.
- PDF HELP - Acrobat Distiller Settings:** We have customized *Patriot-News* Acrobat Distiller settings available for Acrobat versions 4 and 5 and we will provide them. Call or e-mail us.

## E-Mail guidelines:

- IDENTIFY YOUR FILE:** We receive hundreds of e-mails every week.  
*Please make sure your e-mail contains as much information as you can provide including:*
  - Your ad representative's name
  - The account/client name
  - Color or black & white ad
  - Date the ad is scheduled to publish
- ALWAYS** include a contact name and telephone number in case of questions/problems with ad
- FILE SIZES:** Very large file sizes are acceptable (*up to 40MG*).

## Questions on reproduction quality?

- CALL** or e-mail our Quality Assurance Team member Terry Finegan.  
He may be reached from 9am-3pm at (717) 255-8403 or by e-mail at: [tfinegan@pnco.com](mailto:tfinegan@pnco.com)

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812 Market St., Harrisburg, PA 17101

Retail Advertising 717-255-8190 • Classified Advertising 717-255-8121

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**Electronic Ad Technicians: Robert de Wald or Barbara Finegan • 717-257-4762**

**E-Mail: [adservices@pnco.com](mailto:adservices@pnco.com) Fax: 717-257-4729**