

ELECTRONIC FILE TRANSMISSION

Adobe Acrobat

Adobe Acrobat files is the recommended way to send electronic files to The News. We prefer receiving ads in the Adobe Acrobat file format called Portable Document Format (PDF). The biggest issues facing digital delivery of ads are predictability, reliability and consistency. Adobe Acrobat provides a stable foundation for print production by removing many of the variables and inconsistencies associated with supporting many different applications and file formats.

Some of the benefits of using Adobe Acrobat's PDF:

- PDF files are independent of the platform, operating system and authoring application.
- They are viewable on-screen in Macintosh, Windows and UNIX environments.
- One consistent, predictable, reliable format can be used for all documents.
- Fonts, images and graphics are contained within the document, eliminating the need to include additional files to be sent on the disk.
- Small file size. PDF files use industry-standard compression algorithms which create significantly reduced file sizes for quicker transmission times.
- Distill a color ad as a composite image. These are the ideal Adobe Acrobat 5.0 settings when preparing to distill an ad document for The Ann Arbor News. **When distilling your ad document in Adobe Acrobat up to 7.0, select the feature marked "All Fonts" under Font Embedding.** This will ensure that we will have the fonts you used to create your document.

To request a copy of The Ann Arbor News electronic file booklet or Acrobat distiller settings please contact your Advertising Sales Representative.

Delivery Method for Ad Submission

Ads may be submitted on CD - ROM

Each disk or cartridge should be clearly labeled with advertiser and/or agency name, contact and phone number, and your Ann Arbor News sales reps name.

Only one Ad with the components and fonts per disk. We cannot return unlabeled disks.

Printing Specifications

The Ann Arbor News follows Specifications for Newspaper Advertising Production (SNAP) standards concerning reproduction of color type and reverse type and is SNAP certified by the NAA. These standards are widely accepted in the newspaper industry for producing quality work on cold offset web presses.

Newsprint roll widths: 12 1/2", 25". Single sheet size: 12 1/2" x 22". Camera ready ads must have a solid 5% highlight dot and an open 90% shadow dot. Resizing a "camera ready" ad lessens the quality of the ad.

"Rule lines that are 4 points or thinner, as well as small type should be reproduced as one color only. Small type is defined as; sans-serif type 7 points or smaller, serif type 12 points or smaller, fine-serif type, such as Bodoni, 14 points or smaller. San-serif type is the best choice for cold offset reproduction."

"Type smaller than 12 points should not be reversed on a four-color background and type smaller than 10 points should not be reversed even on a single color background. Serif type and fine-serif type should not be reversed at sizes smaller than 12 points. For contrast and readability, reverse type should not be positioned within screened areas containing less than 70% screen and any one, two, three, or four colors. Type should not be reversed on a yellow or other light colored background." Any type smaller than 12 point should be printed in black only. This includes customer logos.

E-Mail

Electronic files may be sent in a PDF Format to our FTP site: <http://ads.annarbornews.com> Please reserve space (see deadlines). File needs to arrive for "copy due" deadlines in order to allow time to open the file and produce a proof. Ads that arrive after deadline will be accepted with the understanding that no proof will be provided and there is no credit for errors. The subject line of the email must have: account name, ad size, publication date and the sales reps name. Files sent on disk must include a copy of final output and a completed Electronic Data Submission Form. All material will be returned if it does not meet this guideline.

<http://ads.annarbornews.com>
user name: aawebads
password:340huron