

# > Ad Submission Guidelines

## DEADLINE

3pm, the Monday before publication.

## FILE TYPE

PDF is the preferred file format.

## IMAGE RESOLUTION

All images should be 200-300 dpi

## BLEEDS/MARKS

No margins, crop marks, or bleeds are necessary. Please crop your ads to the final ad size before submitting.

## COLOR

### PANTONE AND RGB COLORS:

We do NOT use Pantone inks in the printing of our publication. Any PDF using Pantone or RGB colors will be AUTOMATICALLY converted to CMYK for output. The results of conversion vary widely and can be far from your intended output.

### SPOT COLOR

Spot color ads should be sent as CMYK PDF files. The spot color must be confined to one or two CMY channels. A color with information on all three CMY channels is considered 4-color. You may use gradients of the spot color as long as the CMY ratio remains constant. Example: You want to use 50M/100Y as spot orange. You may also use 25M/50Y or 10M/20Y in your design - keeping the ratio of 1-to-2. If you use 70M/100Y in this scenario, you're introducing a new color and your ad will be considered 4-color. Ads not designed properly for spot separations may not reproduce properly.

### SPOT COLOR IN PHOTOSHOP:

Designing with spot colors for newspapers in Photoshop is particularly tricky and must always involve use

of the "channels" palette. Example: a 100M/100Y RED spot color ad done in Photoshop must only have information on the yellow and magenta channels (and the yellow and magenta channels must be identical). Any information on the cyan channel makes the design 4-color.

Note: Photoshop duotone and all other non-CMYK color modes are unacceptable for CMYK printing. When converting a duotone to CMYK mode, an image will become 4-color even if you've designated the color duotone channel properly.

In almost all cases, spot color should be applied in a page layout program (i.e., Quark or InDesign), as these programs handle spot color best in a CMYK environment.

### TEXT IN COLOR ADS:

Black text should always be 100% on the black channel. Text that is rich black (a black that consists of percentages of all four CMYK channels) does not reproduce well on newsprint.

### WHITE TEXT

Fine, reversed type should be avoided as the black (or any solid darker color) can bleed and fill in the characters. Bold, sans serif type of at least 7 points in size is recommended for reversed text.

White, or reversed, text should never be placed on rich color backgrounds, especially if the text is small. When color plates shift on the press, this text can fill in or appear blurry. If you must use reversed type in your design, avoid thin fonts and instead use bolder, thicker fonts.

## PDF SPECS & TIPS:

PDFs can be created by many programs and different methods. Therefore the tips listed below are general and not comprehensive. Consult the user manual for your particular design and PDF-creation programs for specifics.

### Job options for Acrobat Distiller:

When using Acrobat Distiller to create PDFs, set the Distiller job options to "PDFX1-A" or "Press Quality."

### OPI:

If your design program has OPI capabilities, disable this function.

### FONT EMBEDDING:

Be sure to set your output settings to embed all fonts.

### TRANSPARENCY:

Many output devices are not yet designed to understand transparency information. Therefore, when using transparency in a design, all transparent objects should be flattened before making a PDF. Saving a PDF with Adobe's PDFX1-A settings will flatten all transparency automatically, so use of the PDFX1-A standard is highly recommended.

### PHOTOSHOP PDFs:

If you are designing your ad with Photoshop version 6 and above, be sure to check "embed fonts" if saving your PDF with layers. If not saving with layers, select "flatten image" from your layers palette before saving your PDF.

### ILLUSTRATOR PDFs:

When saving a PDF from Adobe Illustrator, first select all fonts and choose "create outlines" from the Type menu.

## DELIVERY METHODS

### WEB

<http://uploads.austinchronicle.com>

Click on "Add Items" at the top left hand corner.

Select file to upload. Make sure "Create Thumbnail" option is checked.

A PDF icon should show up on the screen after it's uploaded.

### E-mail

1. If the file size is less than 2 MB, your ad can be e-mailed to [uploads@austinchronicle.com](mailto:uploads@austinchronicle.com).
2. The file should be attached to an e-mail containing the name of the advertiser, the size of the ad, and a contact name and phone number of the sender.
3. You will automatically receive an e-mailed confirmation of successful transmission.