

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 size before submitting.

color ads

PANTONE AND RGB COLORS

We do **not** use Pantone inks or RGB 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 four-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 four-color. **Ads not designed properly for spot separations may not reproduce properly.**

SPOT COLOR IN PHOTOSHOP

Designing with spot color 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 four-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 four-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 (e.g. 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 on all four CMYK channels) does not reproduce well on newsprint.

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. Bold, sans serif type of at least 7 points in size is recommended for reversed text.

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 specific design and PDF-creation programs for specifics.

JOB OPTIONS FOR ADOBE 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.

PHOTOSHOP PDFS

If you are designing your ad with Photoshop, be sure to check "embed fonts" if saving your PDF with layers. If not saving with layers, select "flatten image" from the 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

EMAIL

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

Note: Please do not include any messages or information intended for your advertising representative in your email transmission to uploads. This information is not automatically forwarded to the rep.

FTP

- 1) Go to uploads.austinchronicle.com
- 2) Click on "Add Items" at the top left corner.
- 3) Select file to upload. Make sure "Create Thumbnail" option is checked.
- 4) A PDF icon should show up on the screen after the file has uploaded.