

SPECIFICATIONS FOR THE NEWS OF THE HIGHLANDS, INC.

Our art department will create your ad to your specifications at no additional charge. Original photos, graphics and logos can be picked up by your ad representative. We can also accept files burned to cd, on a floppy disk, or lomega Zip disks sizes 100mb or 250mb. The following information is for those of you who wish to submit ads or graphics via e-mail. This e-mail address is used only by our art department. Please do not send press releases to this address. Please do not submit graphics without speaking to an account representative first and keep in mind that our art department is in a different location than our sales office. It is best to reach your ad representative by phone to schedule an ad, discuss size options and rates.

Send files to: graphics.news@verizon.net

FORMATS:

- **PDF** - This is the preferred format to send a completed ad. All fonts must be embedded (not sub-sets). Please be sure to remove all security settings to enable us to import the file into our layout programs. Full color ads must be CMYK (not RGB). If an ad will run in black and white, please do not submit it in color.
- **JPG** - This is the preferred format to submit photos to us by e-mail. In this case, it is best to send us the original file (unedited). Our art department will set up the photo and resolution for the best possible reproduction. When taking digital photos, it is best to use the highest quality setting available on your camera.
- **Microsoft Word** - This is a very popular program that many people have on their computer system. Unfortunately, it is not the best program to use for ad layout. Fonts cannot be embedded, and the document will appear differently on every computer that opens it when fonts are automatically replaced. Word files can be helpful to us to get a basic idea of your ad or to send us the actual text. If you must send a Word file, please e-mail all photos and graphics used in the document separately. Also, it is best to send a fax to our art department at **845-446-0532** to enable us to match your fonts as closely as possible. Keep in mind that not all fonts are created equally. There are many manufacturers. You cannot always identify a font by its name.

GRAPHIC ELEMENTS:

- **Photos:** Scanned images should be set at 200 dpi and the image size set to approximate size used in the ad. Color ads with photos should be set to "**CMYK**" (not RGB), and photos for black & white ads set to "**Greyscale**". Save all photos as **TIFF**.
- **Line Art:** Line art (Such as a pen and ink drawing or black and white logo with no shades of grey) should be set at a minimum of 800 dpi. As much as 1200 dpi if the art will appear larger in the final layout.
- **Artwork:** Illustrations, clipart, logos, and any other graphics should be set up as follows: 4color process graphics set to CMYK, Black & White ads with photos or line art set to Black and White or Grayscale.
- **Screens:** Please lighten screens and photos as they will always appear darker in newsprint. (when possible add a 30% gain to photos.)
- **Camera Ready Ads:** Ad must be correct column width and height. All original photos should be supplied to be scanned again by our art department to avoid moires and other quality issues.
- **Troubleshooting:**
If you get a message that your email is undeliverable or that our mailbox is full, chances are that your file size is too big. Try to send attachments no larger than 3mb total in one e-mail. If sending a large quantity of photos, break them down into multiple e-mails. Be sure to attach all graphic files, do not paste them into the e-mail message itself.

**This sheet is only intended to be a basic guide.
If you need technical help, reach our art department at 845-446-4519.**

Column Widths (editorial): picas or inches

- 1 column** - 12p (picas) = 2"
- 2 column** - 25p5 = 4.236"
- 3 column** - 38p5 = 6.403"
- 4 column** - 51p8 = 8.611"
- 5 column** - 65p = 10.833"
- 6 column** - 78p = 13"

(Classified/Real Estate): picas or inches

- 1 column** - 9p (picas) = 1.5"
- 2 column** - 18p5 = 3.096"
- 3 column** - 28p5 = 4.736"
- 4 column** - 38p5 = 6.403"
- 5 column** - 48p5 = 8.069"
- 6 column** - 58p2 = 9.694"