

The Daily Pennsylvanian

How to Submit Ads Electronically

It is critical to understand the electronic ad requirements of The Daily Pennsylvanian before sending us your files. Electronic transfers bypass the need for scanning a film, ad slick, or laser printout of your ad — and this ensures that the final printed version is of the highest possible quality.

The Daily Pennsylvanian uses Macintosh computers. Although we can read most Windows formats, if you have a choice in your software, there are fewer problems if you supply us with Mac files.

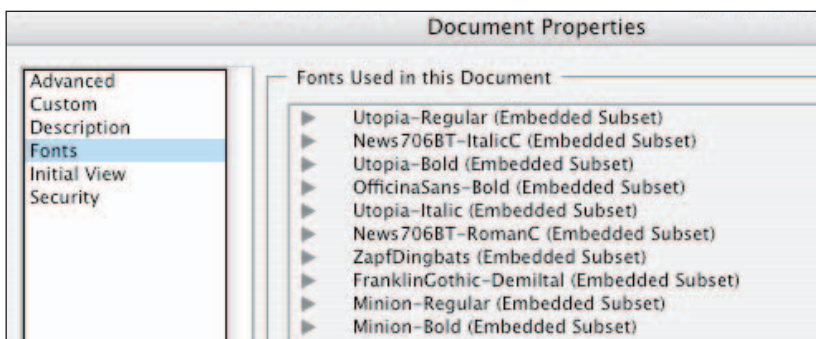
The Daily Pennsylvanian is printed at 100 lines per inch. Photos for ads should be scanned at 170 dpi or higher. Ads are output and printed at 100 lpi.

PDF Files

PDF (Acrobat) files are preferred, since PDF format embeds all graphics and fonts into a single, complete file. Some graphic design software, such as Adobe InDesign CS2 and QuarkXPress 6, can save files directly as PDF files. Other design software, such as QuarkXPress 4 and PageMaker 7, requires you to run your output through Acrobat Distiller to create a PDF file.

If you are submitting a file in PDF format, you must make sure all fonts are embedded when the PDF file is created. This is a setting you must select in your software's Print or Save As settings, and in Acrobat Distiller if you are using it to generate your PDF file.

You should check any completed PDF file before sending it to us to make sure all fonts are properly embedded. (Open the file in Acrobat or Acrobat Reader and look at File Document Properties Fonts. The resulting window should appear similar to the one at right, and all fonts should say "Embedded Subset" as shown.)



Additional notes about creating PDF files:

- Do not use "PDF Writer" as the print driver for creating PDF files for publication. Applications like QuarkXPress and Pagemaker require Acrobat Distiller to properly embed all fonts and images.
- If your original document contains any EPS files, such as a company logo, you must be sure that any fonts used in the EPS file are also installed on your computer so they are embedded when you create your PDF document.
- Do not use "Document Security" to limit access to your PDF file. Otherwise, our publishing software may not be able to access the PDF.

Other Acceptable Software File Formats

We can also accept files from any of the following software products:



QuarkXPress



Photoshop



Illustrator



InDesign

Earlier versions of the software listed above are generally acceptable, but adjustments may be needed due to text reflowing.

We can accept  Microsoft Word files for ad text, but we do not recommend designing an actual ad with borders, graphics, etc. in Word.

We do **not** accept files in Microsoft PowerPoint, Adobe Pagemaker, or any Corel software formats. If you create content in these programs, you should convert your file to a PDF.

You may submit an ad saved as a TIFF or EPS file. TIFF file must be the exact size the ad will appear in the paper; they cannot be enlarged or reduced. EPS files are acceptable only if created on a Macintosh; Windows EPS files will not work.

Web file formats, such as GIF, JPEG and PNG will generally not reproduce well in print and should not be submitted.

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(continued)

Fonts

If you are submitting a file in PDF format, you must make sure all fonts are embedded when the PDF file is created. (See previous page.)

If you are submitting a file in any other format, you must supply all fonts used in your ad. Macintosh fonts, either Type 1 or TrueType, are preferred. For TrueType fonts, there is one file per font; for Type 1 fonts, you must include both the printer (Postscript) and screen (bitmap) files for each font. Type 1 fonts are preferred. We can also accept Open Type Format (OTF) fonts and Windows TrueType fonts.

The Daily Pennsylvanian reserves the right to substitute similar fonts if a font is corrupted or not supplied.

Color Ads

The Daily Pennsylvanian prints all colors using the four process **CMYK** (Cyan-Magenta-Yellow-black) colors.

A “spot color” ad is an ad that uses only one color — a single CMYK color combination. A “spot” color will thus be converted to print using one or more of the CMYK colors. (For example, a bright red color might be printed as 100% magenta + 100% yellow). An ad using more than one visible color (i.e. red and blue), or an ad with a full color photo is considered a full color, or process color, ad. (Note that in The Daily Pennsylvanian’s color pricing, there is no difference in price between two colors, three colors, or the entire spectrum of full color — all cost the same process color charge.)

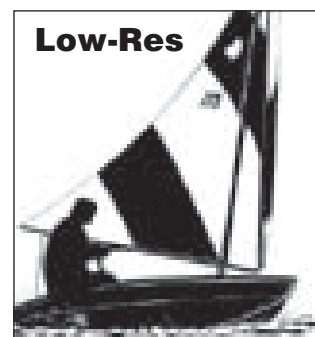
All color elements in your ad must be set to CMYK color in the software you use to create your ad. Make sure that photos, illustrations or graphics created in Photoshop or other design software are all converted from RGB to CMYK color. Color elements of your ad which are set to RGB or Lab color settings will not print properly.

Graphics

All graphics must be properly scanned, linked and color-corrected.

Your images should be high resolution files scanned at 170 dpi (dots per inch) or higher, and saved as EPS or TIFF files.

Do NOT download and place GIF and JPEG images from Web sites. These are often copy-righted images that cannot be used for other publications. More importantly, web images are almost always low resolution files that do not print well.



Getting Your Ad To Us

You may send us your ad on a removable disk, or via e-mail.

We accept both Flash Drives and CD-ROMs. If you are sending us a disk, it is highly recommended that you send a printed copy of the ad as well. Please note if you wish to have your disk returned; unless otherwise noted, disks will not be returned.

To send your ad via e-mail, compose a text message explaining who you are — name, address, phone number — what you’re submitting, the ad size and dates you would like the ad to run. Make your ad (including any fonts and graphics) an **Attachment** to your text message, and mail to: advertising@daily-pennsylvanian.com

Make sure your e-mail system does not automatically compress files, or we may not be able to decode them. Macintosh Stuffit (.SIT or .SEA) formats and Windows (ZIP) are welcome. Please avoid Unix (UUencoded) compression.

Questions?

We’ve been accepting ads electronically since 1996, and when everything is set up correctly, it is fast, efficient, and results in crisp, error-free ad reproduction in the newspaper. But there are lots of factors to get right, and we encourage you to call us if you have any questions about preparing or sending us your digital ad. Call our Advertising Office at 215-898-6581 during weekday business hours and we’ll be happy to help.