

# creative specs

## broadsheet & tabloid

### ROP Ad Size Inches (w x h)

Full Page	10" x 20.25"
Full Double Truck	21.074" x 20.25"
Half Page (Vertical)	4.917" x 20.25"
Half Page (Horizontal)	10" x 9.75"
Quarter Page (Vertical)	4.91" x 9.75"
Quarter Page (Horizontal)	10" x 4.75"
Eighth Page (Vertical)	3.22" x 7.5"
Eighth Page (Horizontal)	4.91" x 4.75"
Tenth Page	3.22" x 6"
Sixteenth Page	3.22" x 3.75"
Strip 6x2.5	10" x 2.5"
Strip 4x3	6.61" x 3"
Strip 6x1.5	10" x 1.5"
Business Card	3.458" x 3"
Twentieth Page	3.22" x 3"
Thirtieth Page	3.22" x 2"
Local First Strip Ad	10" x 2"

### TAB Ad Size Inches (w x h)

Full Page	10" x 9.75"
Half Page (Horizontal)	10" x 4.75"
Half Page (Vertical)	4.91" x 10"
Quarter Page	4.91" x 4.75"
Eighth Page	4.91" x 2.25"
Full Double Truck	20.778" x 9.75"

### Savings Source Inches (w x h)

Full Page	
Live Area	6.5" x 9.25"
Trim Size	7.25" x 10"
Bleed Size	7.5" x 10.25"
Center Spread	
Live Area	13.75" x 9.25"
Trim Size	14.5" x 10"
Bleed Size	14.75" x 10.25"

### Half Page

Live Area/Trim Size	6.5" x 4.5"
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- Half Page ads do not bleed and do not require a margin since they are already positioned within the live area of the page.
- Full Page and Center Spread ads must be built to bleed.
- Full Page ads that do not have/request bleeds still need to be built to the bleed size, with all text/images within the live area and the margins and bleed area left blank.

### Accepted File Formats

#### Formats accepted:

Times Union encourages the delivery of advertising material electronically in Adobe Acrobat PDF format.

#### The following formats are NOT accepted:

Microsoft Publisher files, Word, PowerPoint or Excel files, GIF files, Low Resolution Tiff or JPEG files.

### Color Space

CMYK colors only. No RGB, Lab color, PMS or extra channels. No 4-color black. When using black in color ads, it is preferable to set the values to **C 0% M 0% Y 0% K 100%** avoiding a 4-color/rich black color combination.

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## electronic

### TIMES UNION ACCEPTS DELIVERY OF ELECTRONIC FILES VIA THE FOLLOWING METHODS:

#### E-Mail

E-mailed files will only be accepted by your sales representative and/or a sales manager.

#### Transmitting Large File Ads

Occasionally, full page color ads or especially double truck ads have file sizes too large for our normal methods of file transfer. For such occasions contact Digital Advertising at 518-454-5780 or [htrns@timesunion.com](mailto:htrns@timesunion.com)

#### File Specifications

- Create PDF files to exact ad size or use crop marks to denote exact ad size.
- Please create PDF files with Adobe Acrobat Distiller or Adobe PDF Online.
- Do not create encrypted files or use any security settings.
- PDF files created directly from Adobe Photoshop tend to reproduce with "soft" type that is often difficult to read in the newspaper.

### BLACK & WHITE GUIDELINES

#### Screen Ruling

Line screen for new press: 100 lpi

#### Recommended grayscale

300 dpi, bitmap dpi 1200.

#### Logo Art

For best possible reproduction logos should be supplied as vector art. (example: Logos created in the native file like Adobe Illustrator-ai, files). Avoid using artwork and images from websites - they have a resolution too low to print (usually 72 dpi).

#### Recommended Aim Points

Highlights 3%; Quarter tone 18%; Midtone 35%; Shadow 85%.

#### Dot gain

Expect a 30% dot gain in the mid-tone range. The file should reflect this amount of gain in the scan or adjusted with photo editing software.

#### Color formats

Are not accepted for black & white.

#### Unsharp masking

Sharpening should be applied to image cropped at print size for best visual effect.

### FONTS

Must be embedded. Use only Open Type, Type 1, 3 and CID fonts. *No True Type or Multiple Master fonts.*

#### Minimum type sizes

- 10 point for single color reverse type.
- 12 point when reversing text out of four color.
- A sans serif font is recommended, to avoid the text filling in on the press. Color text should also be sans serif.
- **NO 4-COLOR BLACK TYPE.**

### RULES/LINES

#### Minimum rule weights

- .5 point for black on white
- 1 point for reverse out of black
- 2 points is recommended for any rules made of, or reversing out of, more than one color

### COLOR GUIDELINES

#### Screen ruling

Line screen for new press: 100 lpi

#### Midtones

Allow for 30% dot gain. Midtones should be open for newspaper stock.

#### Shadows

Limit Cyan, Magenta and Yellow to 90% at the shadow end. Halftone Black limit is 85%.

#### Total ink coverage

Should not exceed 220%.

#### High resolution images

Should be provided at least 200 dpi. Please take file and transfer time into consideration.

#### Unsharp masking

Sharpening should be applied to image cropped at print size for best visual effect.