

Technical Information for submitting ads to The Chronicle

Overview

The Chronicle is a fully paginated newspaper produced in InDesign CS2 on a Macintosh platform running OSX. Page files are transmitted electronically to our printer in RTP after being distilled into PDF format using Acrobat Professional 7.0 Distiller. The Chronicle is printed at 85 liners per inch. Our newspaper is produced on an offset press using CMYK (Cyan, Magenta, Yellow and Black) four-color process. Spot color is produced using one-color ink.

Ads can be accepted in digital form if they are submitted according to the guidelines set below. Production of ads from digital files will provide the highest quality printed versions, but only if software format is compatible and settings are correct.

Fonts

- In general, fonts are the biggest issue faced when sending ads. Screen and printer fonts must be included for any ads sent in native format.
- Any ad submitted as a PDF must have ALL fonts that are being used in the ad embedded when it is created.
- If you are submitting an ad in any other format than PDF, you MUST supply all fonts used in your ad.
- Macintosh fonts (either Type 1 or TrueType are preferred).
- TrueType fonts have one file per font, Type 1 fonts have two files, the printer file (Postscript) and screen (bitmap) file. Type 1 files are preferred.
- **If a font is corrupt or not embedded, The Chronicle reserves the right to substitute similar fonts.** We have over 2300 fonts from the Adobe Type Collection and will do our best to match the font of your choice.

Press Specifications

- Line Screen: 85 lpi.
- Resolution: 600 dpi for line art images, 300 dpi for cmyk or grayscale photographs and other half tone images.
- Color Reproduction: Full color ads must be submitted as CMYK. Ads with RGB images will not reproduce.
- No adjustments can be made to color in PDF files.
- **Black and white ads should contain only grayscale images.**
- Press dot gain can be as high as 30%, so images should be adjusted accordingly.

THE CHRONICLE
The Duke Community's Daily Newspaper

101 W. Union Bldg.
Durham, NC 27708
919-684-3811 • fax 919-684-8295

Types of Files We Can Accept

- **PDF** files are preferable, but must be produced to the correct dimensions. Ads formatted in the Adobe Acrobat PDF format work the best. PDF (Adobe) format embeds all graphics and fonts into a single, complete file. All fonts must be embedded. 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.
- If the ad is running in full color, all artwork in the ad must be produced in cmyk, at a resolution of at least 200 dpi. If it is running spot color or ROP ("run of press" - meaning whichever color is on the press at time of publication) color, we recommend using one of the primary colors used on the press: cyan, magenta or yellow, which will then be converted to your chosen color. RGB colors will not print correctly. If the ad is running without color, then all artwork must be converted to grayscale.
- In producing the PDF, please use high resolution (2400) and compress the file.
- **Microsoft Word:** We can accept any version of Word up to X. **Microsoft Word files do not qualify as camera ready and must be rebuilt.** *Please note: Most borders built into Word's clip art file are not usable. We must print them and scan them into Photoshop as an image, which can affect quality. If not usable, we will try to match the border as closely as possible.
- **Adobe Photoshop:** You can send ads created in Photoshop CS2 9.0.2 (or earlier) in several different ways -
 - TIFF - Flattened with a resolution of at least 400 dpi. Produced at the exact size it will run in the paper. Cannot be enlarged.
 - JPEG - Flattened with a resolution of at least 400 dpi. Saved at maximum quality (12) with baseline set at "standard." Exact size.
 - EPS - Does not embed fonts. Will default to Courier if font is not on The Chronicle's system.
 - PDF - At least 400 dpi is preferable in saving PDF files from Photoshop. If using jpeg compression, again use maximum quality. By using zip compression, you retain better quality.
 - PSD - Photoshop files not yet flattened which still contain layers and fonts that are not embedded (only works if we have the fonts used in ad).
- **Quark XPress:** We can accept any version of Quark up to 6.0. If you send the native Quark file, you must include all fonts in the ad, as well as all embedded or linked pictures or graphics. In Quark, you can "collect for output" and the program automatically collects all the fonts and images for producing the ad off-site. It is recommended that you compress, or zip the file before sending it.
- Another way to send an ad produced in Quark is by exporting it as a PDF. The Chronicle is happy to provide set-up guidelines for producing PDFs from Quark through Adobe Acrobat.
- **Multi-Ad Creator:** We can accept any version of Multi-Ad up to Desktop Professional 8.0.1. If sending Multi-Ad files, please include image files and fonts. The newest version of Multi-Ad also allows you to export as PDF.
- **Adobe Acrobat:** Any version up to 7.0 Professional. Make sure all fonts are embedded in creating your PDF.
- **Adobe InDesign:** Please convert your file to a PDF making the file compatible with Acrobat 4, embedding graphics and fonts.
- **Adobe Illustrator:** Any version up to CS2. Please include separate files for fonts and images.
- **Adobe Pagemaker:** Must be submitted as a PDF with embedded fonts. We cannot accept native Pagemaker files.

Types of Files We Can Not Accept

- Publisher
- Word Perfect
- Corel software (all)
- GIF
- PNG

Your ad will be returned to you if submitted in a format we do not accept.

Helpful Tips for submitting ads to The Chronicle:

- Check completed PDF files before they are submitted to make sure all fonts are properly embedded. (Open the file in Acrobat and look at it).
- Do not use "PDF Writer" as the print driver for creating PDF files for publication because this format is not compatible with InDesign.
- If your ad contains any EPS files such as a company logo, be sure that any fonts used in the EPS file are also installed on your computer so they are embedded when you create the PDF
- Make sure your ad size is correct.
- Increasing the resolution of an image in PhotoShop does not equate to better quality, it only makes the file larger in size. Adding dots per inch does not make the file look better. The higher resolution must exist in the original image from scanning or creating it in Photoshop. Files downloaded from the internet are normally only 72 dots per inch and do not make good quality for insertion into ads.
- If the ad is to run in black & white, do not send a color ad. Instead, convert all the colors to grayscale before submitting.
- The Chronicle will not guarantee/be responsible for ads submitted in a manner other than those specified in this document. We are happy to provide creative services to design your ad at no additional cost as long as reservation deadlines are met.

Scheduling Your Ad

- All space reservations must be placed directly with the Advertising Department. Ad materials submitted electronically will not be opened until a space reservation is made.
- A hard copy of your ad must be included with your insertion order to assure accuracy.
- The Chronicle is not responsible for ads submitted without a hard copy provided to us.

Electronic Transmission of Ads

You may deliver your ad on removable media such as CD, via email or by posting to The Chronicle's secure ftp website. It is advantageous to use the FTP site for large and/or color ads that may be too big to email.

- E-mail ads to advertising@chronicle.duke.edu. To send your ad via e-mail, please provide a message with your name, address, phone number, what you are submitting, the ad size and dates you would like the ad to run. Make your ad file an attachment to the e-mail and send to: advertising@chronicle.duke.edu.
- Ads may also be sent through the AP AdSend Network using our code of NCDUC.
- To post your ad to the FTP site, you may upload ads through a program like Fetch (Mac platforms) or WS_FTP Pro or Smart_FTP (PC platforms).

You will need the following information for uploading files:

host: ads.chronicle.duke.edu
user: chronicle
password: ads

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