

# Electronic Ad Submission Guidelines

Please use these guidelines when submitting electronic files to The Tribune

Files should be e-mailed to your sales rep with a file size limit of approx. 8 MB.

Large files should be Stuffed or Zipped. Include customer name in the subject line. **CDs** are accepted.

Oversized files may be posted to our ftp site: ftp.knight-ridder.com, User Name: slott Password: 4u2have or we suggest using **www.yousendit.com** for transmitting. (Free service & very good.) **Our Ad Send Code: CASLO**

## Newsprint Publications:

Photo Resolution: 220 dpi

Line Screen: 110 lpi

Line Art Resolution: 400 dpi

Mid-Tone Dot Gain: 30% SWOP Newsprint

## Glossy Publications:

Photo Resolution: 300 dpi

Line Screen 150 lpi

Line Art Resolution: 400 dpi

Mid-Tone Dot Gain: 20% SWOP Coated

**Very Important:** Please crop your photos/line art in Photoshop to reproduction size at the above resolutions to keep file sizes to a minimum.

**We accept PDF files created for Press Quality  
 Fast Web View clicked off.**

## Graphics Programs:

InDesign CS 3.01, Illustrator CS 11.02, Photoshop CS 8.0, QuarkXpress 6.5

The Tribune uses **Macintosh** computers. We use Postscript Type 1 fonts. Please do not use TrueType Fonts. Include all fonts (screen and printer) used in your document, unless they have all been converted to outlines or embedded. Convert all spot colors, such as Pantone, to CMYK Process. Set COD color to Magenta only. Convert all rich black to 100%K.

**Create your document size to match the ad size dimensions, otherwise the entire page size becomes part of your ad.**

*Our pagination system force fits your ad to fill the designated space, eg., 3 columns x 4". If you have created your 3x4" ad on an 8.5" x 11" page, your ad will be force fitted to tiny proportions in order to include all the blank space around it.*

## Column Widths:

### Retail:

**Full Depth is 21 inches**

1 column.....	10p2 .....	1.694"
2 columns .....	21p4 .....	3.556"
3 columns .....	32p6 .....	5.417"
4 columns .....	43p8 .....	7.278"
5 columns .....	54p10 .....	9.139"
6 columns .....	66p .....	11.00"
Dbl Truck.....	138p .....	23.00"

### Classified:

**Full Depth is 21 inches**

1 column.....	6p .....	1.000"
2 columns .....	12p8 .....	2.111"
3 columns .....	19p4 .....	3.222"
4 columns .....	26p .....	4.333"
5 columns .....	32p8 .....	5.444"
6 columns .....	39p4 .....	6.556"
7 columns .....	46p .....	7.667"
8 column.....	52p8 .....	8.778"
9 columns .....	59p4 .....	9.889"
10 columns .....	66p .....	11.00"

### Ticket/Cambrian:

**Full Page 5 columns x 11 inches**

1 column.....	10p2 .....	1.694"
2 columns .....	21p4 .....	3.556"
3 columns .....	32p6 .....	5.417"
4 columns .....	43p8 .....	7.278"
5 columns .....	54p10 .....	9.139"

### Real Estate Weekly/Castles & Cottages:

**Full Page 8 columns x 11 inches**

1 column.....	6p .....	1.000"
2 columns .....	12p8 .....	2.111"
3 columns .....	19p4 .....	3.222"
4 columns .....	26p .....	4.333"
5 columns .....	32p8 .....	5.444"
6 columns .....	39p4 .....	6.556"
7 columns .....	46p .....	7.667"
8 columns .....	52p8 .....	8.778"

### Oversized Flexie:

1/3 page horz.....	8.5"x3.222"
1/4 page .....	4.167"x4.89"
1/2 page horz.....	8.5"x4.89"
1/2 page vert.....	4.167"x10"
Full page (No Bleed).....	8.5"x10"
Full page bleed .....	9.25"x11.125"
Trim area .....	9"x10.75"
Live image area.....	8.5"x10"
Resource Ad.....	4.167"x3"

### Home Tab:

1/8 page horz.....	28p5 x 15p9 ...	4.736x2.625"
1/4 page vert.....	28p5 x 32p7 ...	4.736x5.417"
1/2 page horz...	57p10 x 32p7 ...	9.639x5.417"
1/2 page vert.....	28p5 x 66p .....	4.736x11"
Full page.....	57p10 x 66p .....	9.639x11"
Inside Front .....	42p4 x 66p .....	7.062x11"
Page 3 .....	42p4 x 66p .....	7.062x11"
Directory ad .....	28p5 x 12p .....	4.736x2"

### Modular Tab:

1/4 page vert.....	28p2 x 32p6 ...	4.695x5.417"
1/2 page horz.....	57p4 x 32p6 ...	9.556x5.417"
1/2 page vert.....	28p2 x 66p .....	4.695x11"
Full page.....	57p4 x 66p .....	9.556x11"
Full page bleed .....	66p4 x 72p ..	11.056" x 12"
Trim area .....	63p4 x 69p ...	10.556x11.5"
Live image area.....	57p4 x 63p .....	9.556x10.5"

### Magazine - Flexie

1/4 page vert.....	22p1 x 29p3 ...	3.688x4.875"
1/2 page horz.....	44p3 x 29p3 .	7.375"x4.875"
1/2 page vert.....	22p1 x 58p6 ...	3.688"x9.75"
Full page.....	44p3 x 58p6 .....	7.375x9.75"
Full page bleed .....	51p x 67p6 .....	8.5x11.25"
Live image area.....	44p3 x 58p6 .....	7.375x9.75"
Dbl Truck.....	93p x 60p9 .	15.50x10.163"
Dbl Truck bleed	102p6 x 67p6 ...	17.08x11.25"
Live image area.....	93p x 60p9..	15.50x10.163"