

Newsprint Publications:

Photo Resolution: 220 dpi
Line Screen: 110 lpi
Line Art Resolution: 600 dpi
Mid-Tone Dot Gain: 30% SWOP Newsprint

Glossy Publications:

Photo Resolution: 300 dpi
Line Screen 150 lpi
Line Art Resolution: 600 dpi
Mid-Tone Dot Gain: 20% SWOP Coated

Supported applications:

InDesign CS3
Illustrator CS3
Photoshop CS3
Flash CS3
Adobe Acrobat 8
QuarkXpress 7.3

- **Convert all spot colors to CMYK Process**
- **Set COD color to Magenta**
- **Convert all rich black to 100%K**
- **Make your document size the ad size**

Files 8MB or less should be e-mailed to your sales rep.

Larger files may be posted to our ftp site:
ftp.knight-ridder.com or ftp.mcclatchy.com
User Name: slott Password: 4u2have

For clients utilizing AdSend, our code is: CASLO

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

BLEED NOTES: Please set your document size to the Full Page Bleed sizes and use your program margins or manual guides to determine trim and live image area for design purposes.

Do not include printers marks in your final camera ready file.

All bleeds are a 1/4" or 1p6 around trim size *except REMO*, which is .375" or 2p3.

FIXED AD SIZES (Highlighted areas represent glossy)

Wrap:

Spadea24p0 x 129p04"x 21.5"
Back & Inside Back Pgs .59p3 x 129p0 ..9.875"x21.5"

Retail Modular Tab:

1/8 page..... 29p3 x 14p5 ...4.875"x2.343"
1/4 page..... 29p3 x 29p7 ...4.875"x4.812"
1/2 page horz..... 59p3 x 29p7 ...9.875"x4.812"
1/2 page vert..... 29p3 x 60p04.875"x9.75"
Full page..... 59p3 x 60p09.875"x9.75"
Full page bleed 66p0 x 66p0...11.00"x11.00"
Trim size..... 61p6 x 63p0 ..10.25"x10.50"
Live image area 59p3 x 58p69.875"x9.75"
Dbl Truck..... 124p6 x 58p620.75"x9.75"

TV Book:

1/2 page horz.....59p3 x 18p09.875"x3"

Classified Modular Tab: Retab; Castles

1/16 page..... 11p3 x 14p8.8...1.875"x2.455"
1/8 page..... 29p3 x 14p8.8...4.875"x2.455"
1/4 page..... 29p3 x 29p5.5...4.875"x4.909"
1/2 page horz..... 59p3 x 29p5.5...9.875"x4.909"
1/2 page vert..... 29p3 x 60p0...4.875"x10.00"
Full page..... 59p3 x 60p0...9.875"x10.00"
Dbl Truck..... 124p6 x 60p0...20.75"x10.00"

Oversized Flexie:

Haven & Vintages

1/8 page horz.... 25p x 14p2.64.17"x2.37"
1/3 page horz..... 51p x 19p48.5"x3.22"
1/3 page vert..... 17p x 60p2.8"x10"
1/3 pg square 33p x 33p115.5"x5.15"
2/3 page vert..... 33p x 60p5.5"x10"
1/4 page..... 25p x 29p44.17"x4.89"
1/2 page horz..... 51p x 29p48.5"x4.89"
1/2 page vert..... 25p x 60p4.17"x10"
Full page..... 51p x 60p8.5"x10"
Full page bleed 57p x 68p69.5"x11.41"
Trim size.....54p6 x 65p6...9.08"x10.91"
Live image area.....51p x 60p.....8.5"x10"

Magazine - Flexie:Real Estate Monthly (REMO)

1/8 page horz..... 21p4 x 13p93.55"x2.30"
1/4 page vert..... 21p4 x 29p3.55"x4.80"
1/4 page horz..... 43p6 x 13p67.25"x2.25"
1/2 page horz..... 43p6 x 29p7.25"x4.80"
1/2 page vert..... 21p4 x 58p63.55"x9.75"
Full page..... 43p6 x 58p67.25"x9.75"
Full page bleed 51p x 66p ..8.50"x11.00"
Trim size46p6 x 61p6...7.75"x10.25"
Live image area...43p6 x 58p6.....7.25"x9.75"
Dbl Truck..... 90p x 58p615"x9.75"
Dbl Truck bleed 97p6 x 66p ..16.25"x11.00"
Trim size93p x 61p6..15.5"x10.25"
Live image area.....90p x 58p6.....15"x9.75"

Ad Sizes: (width x height)

Retail:

Full Depth is 21 inches

TICKETCambrian:

Full Page 6 columns x 10 inches

1 column..... 9p31.542"
2 columns..... 19p33.208"
3 columns..... 29p34.875"
4 columns..... 39p36.542"
5 columns..... 49p38.208"
6 columns..... 59p39.875"
Dbl Truck.... 124p620.75"

Classified: Showcase

Full Depth is 21"

1 column..... 5p30.875"
2 columns..... 11p31.875"
3 columns..... 17p32.875"
4 columns..... 23p33.875"
5 columns..... 29p34.875"
6 columns..... 35p35.875"
7 columns..... 41p36.875"
8 column..... 47p37.875"
9 columns..... 53p38.875"
10 columns... 59p39.875"

ONLINE AD SPECIFICATIONS

Ad Size	Pixel Size	Max (Strnd GIF/JPG) File Size (K)	Max (Flash) File Size (K)
Banner	728x90	20	30
Cube	146x60	10	10
Skyscraper	160x600	20	30
Big Ad/Rectangle	300x250	20	30