

Isthmus Electronic Newsprint Production Guidelines

Isthmus accepts ads electronically as a convenience to our clients. Ads may incur production charges at contract rates.

Ask your ad rep for further information or clarification of rates.

The deadline for print ad submissions is 5 p.m. Friday. Early deadlines apply for special sections and holidays.

REQUIRED FOR ALL ELECTRONIC SUBMISSIONS

A proof copy of the ad as it should appear.

A PDF is usually sufficient. Copies may be faxed to (608) 251-2165.

Label all correspondence with the account name and the date when the ad is to run.

Files must be tagged with the proper file format extensions (Mac does NOT do this automatically.)

TO E-MAIL ARTWORK **art@isthmus.com** (Please copy your Sales Representative when you email files.)

TO UPLOAD ARTWORK **ftp.isthmus.com** (Please notify your Sales Representative when you upload files.)

User: ftpgen **Password:** uP!0adIT

(That password is u-Cap P-bang-zero-a-d-Cap I-Cap T)

FILE PREPARATION

FORMAT: **Adobe Acrobat *.pdf (Portable Document Format) is the preferred file format.**

Save files exactly to size, with no register marks or bleeds (see size sheet for dimensions).

Acrobat settings in distiller should be PDFX1a.

ALSO ACCEPTABLE: *.eps, *.tif, *.indd, *.qxd, and *.ai. These should be zipped in an archive before emailing.

Publisher, Pagemaker or Freehand files are NOT acceptable. CONVERT these files to *.eps or *.pdf format.

ALWAYS convert fonts to outlines. ALWAYS include a preview when you save the original file as an *.eps file.

E-mailed Archives *.sea, *.sit, *.zip. CD-R and CD-RW.

IMAGES: **SAVE IMAGES AS *.TIF FILES** Save them at the size or dimensions at which they will print.

RASTER GRAPHICS: 200 dpi

LINE ART: 600 dpi

COLOR: Isthmus prints ONLY in CMYK: Cyan, Magenta, Yellow & Black.

RGB or PMS/Pantone colors will be converted to CMYK.

MAXIMUM COLOR DENSITY: 200%

The total percentage of color for Cyan plus Magenta plus Yellow plus Black should not exceed 200%.

Expect between 20% and 30% black-ink dot gain in newsprint reproduction.

Grays with less than 10% dot often get blown out to white. Adjust your grayscale images with this in mind:

In general, pull curves to 80% black and 10% white.

Isthmus is not responsible for the print quality of creative we did not originally produce.

Reverses which comprise more than 30% of any ad should be screened back to 80% black.

FONTS: **All fonts must be embedded**

HINTS: **A test transmission** sent well before the deadline will help us troubleshoot potential problems.

QUESTIONS: Questions may be directed to Todd Hubler, Isthmus advertising production manager, at 251-5627, ext. 133.

These guidelines are for ads printed on newsprint in the Isthmus weekly newspaper.

Isthmus Annual Manual and Dining magazines print at a higher resolution and ink density, SWOP for coated stocks.



Isthmus ♦ 101 King Street ♦ Madison WI 53703 ♦ PHONE 608.251.5627 ♦ FAX 608.251.2165

EMAIL ads@isthmus.com ♦ WEB thedailypage.com ♦ MOBILE m.isthmus.com ♦ FACEBOOK isthmus ♦ TWITTER isthmusTDP