

Advertiser Digital Ad Checklist

If you are using Acrobat Reader to access this form, you must print the form after typing in your ad information, and send or fax a hard copy to your RTD Sales Rep. If you are using a full version of Acrobat 4.0 and you want to e-mail this form after filling it in, you must go to the main menu to "File/Save As" and rename the file with a unique name in order to save the form with your typed changes. Otherwise, a blank form will be sent.

Include this form with your ad materials when mailing to your sales representative, or you may fax this form to (804) 775-8019 for retail or (804) 775-8046 for classified.

Mailing address: 300 E. Franklin Street, Richmond, VA 23219

E-mail Address: rnisc@timesdispatch.com (Include run date, RTD Sales Rep and advertiser name on e-mail)

Company Name: _____ Phone: _____ Digital Designer: _____

Advertiser Name (if different): _____ Designer's Phone: _____

RTD Sales Representative: _____ Designer's E-mail: _____

Advertiser ad file name: _____ First Run Date: _____ Ad size in inches:
(w) _____ " x _____ " (h)

PREFERRED AD FORMAT

High-resolution, font-embedded pdf.

If unable we can accept the applications listed below.

(What software and versions did you use to create your ad? Check all that apply.*)

- QuarkXpress version _____ InDesign version _____
 Illustrator version _____ Photoshop version _____
 Freehand version _____ PageMaker version _____
 Native files

Supporting files (art and fonts) must be included.

***NOTE:** If your ad was created in other than the above, please send an Acrobat pdf file only. Must be high-res and fonts must be embedded.

COMPUTER SYSTEM

- Macintosh Windows

MEDIA

- CD E-mail* Zip Floppy Disk

***3.5MB limit!** Ad materials should be e-mailed to your sales representative. With larger sizes we can provide an FTP site. Call your rep.

FONTS

Please list all fonts used in ad: We only accept Adobe 8 fonts. If you used non-Adobe 8 fonts, please send your ad as a pdf, or we will make a best match with font substitutions.

TEXT

Text can be sent as a Word document or as a text file.

ART

Graphics can be sent in as jpeg, eps or tiff format. Black/white or color. If ad is running full color, art must be CMYK (not RGB, Lab or Indexed)! If ad is running spot color, grayscale or bitmap art is preferable to CMYK.

ART RESOLUTION

Halftones - 200 dpi Bitmaps - 1016 dpi

GENERAL PRINTING INFO

Line screen - 85. Black and white halftones should have min. 3% highlight dot and max. 85% shadow. CMYK halftones should have a total ink of 220 or less.

COLOR & DESIGN

✓ if yes

Is your ad full color? spot color black/white

All hi-res images included

All fonts included

PROOF

Is proof 100% of actual size?

Type of proof:

B/W

Color proof

Composite proof

HARD COPY PROOFS ARE MANDATORY to ensure the integrity of final output. If you e-mail your file, a hard copy must be faxed. (Numbers above.)

RETURNED MEDIA

If you would like your disk returned, please contact your sales rep. for details. As a safeguard, disks will not be returned until after your ad has run in the paper.

SIZES

Retail, Classified, Tab

STANDARD COLUMN WIDTHS*

1	1.73 inches
2	3.56 inches
3	5.39 inches
4	7.22 inches
5	9.05 inches
6	10.88 inches

CLASSIFIED COLUMN WIDTHS*

1	1.08 inches
2	2.25 inches
3	3.41 inches
4	4.58 inches
5	5.75 inches
6	6.92 inches
7	8.08 inches
8	9.25 inches
9	10.42 inches
10	11.58 inches

TABLOID COLUMN WIDTHS**

1	1.73 inches
2	3.56 inches
3	5.39 inches
4	7.22 inches
5	9.05 inches

*Production maximum depth of ad is 21"

**Tabloid full page - 10.125 inches wide by 11.5 deep

ACKNOWLEDGEMENT

I have read the Digital Advertising Specifications. *

If no proof is provided, I understand that accuracy cannot be guaranteed.

Signed: _____ Date: _____

For any questions, please call our preflight specialists at
(804) 649-6740.

Richmond Times-Dispatch