

Richmond Times-Dispatch  
*A Media General Company*

# COMPUTER GENERATED ADVERTISEMENT GUIDELINES

The Richmond Times-Dispatch

# Computer Generated Advertisement Guidelines

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# INTRODUCTION

The digital publishing industry is dominated by software packages promising that anyone who purchases the package can easily master desktop publishing skills. What the software packages don't tell us is that desktop designers, of every level, need to know that it takes a lot of time, effort and practice to gain the skills and knowledge that enables them to build a complicated file to be output at high resolutions.

There are many features included in design application packages that can assist in making the desktop-to-print process smoother. Although software packages do not teach us much about the traditional printing process, not having this knowledge can make it more difficult for us to understand how desktop digital designing and newspaper or publication advertising come together in a professional digital printing environment.

Being knowledgeable of the traditional printing process and combining it with the knowledge and skills involved in desktop digital design can only serve to improve and enhance our publishing efforts.

The Richmond Times-Dispatch operates in a digital printing environment. To assist our customers in producing compatible digital documents, advertisements, art and other ad elements and to ensure correct transfer, reproduction, proofing and high resolution output of advertisements, the Richmond Times-Dispatch (RTD) created this guide, Computer Generated Advertisement Guidelines (CGA).

All advertisements sent to RTD should conform to the Computer Generated Advertisement Guidelines for efficient composition and workflow in the RTD Prepress Design Services Department.

This, coupled with your own skills and expertise, will serve to make our partnership in advertising a great success.

# FIRST AND FOREMOST

In order for the Richmond Times-Dispatch (RTD) to successfully process your ad and the related digital elements, your account executive needs to be supplied with a few basic items.

- a laser printed proof of your ad
- a completed copy of the RTD Digital Ads Check List
- digital file(s) created with appropriate software and labeled according to instructions

## **TECHNICAL ASSISTANCE**

For assistance on preparation and transferring computer generated art, ads and documents for advertising, please call your account executive or the Richmond Times-Dispatch Prepress Design Services Traffic Desk at (804) 649-6273 or Preflight at (804) 649-6493 or (804) 649-6740 between 8:00 am and 10 p.m. ET.

## **PROOFING**

The Richmond Times-Dispatch (RTD) proofs all incoming color advertising materials that are received by the proper deadline.

These proofs are produced on HP Laser printers for black and white ads, and for color ads, an HP1055CM on newsprint using a see-color process that is calibrated to match the RTD press. However, color proofs are not guaranteed to match the final output.

After inspection and approval from the advertiser if requested, these proofs are distributed to the Prepress Design Services Department imaging area to be used as a rough guide during the actual output to the press.

## **STORAGE**

30 days after the last print date, all fonts, images, company logos, scans and page documents will be purged from the Richmond Times-Dispatch computer network

Back-up for fonts, images, company logos, scans, and archived ads may be arranged with your account executive.

# DEADLINES

SUNDAY	Copy/Space Deadline	Electronic Deadline	Proofout	Proof Return	All Ads Finalized
<b>Main,Sports,ROP</b>	Wed. 5 PM	Thu. 5 PM	Fri. 10 AM	Fri. 5 PM	Sat. Noon
<b>Business</b>	Tue. 5 PM	Wed. 5 PM	Thu. 2 PM	Fri. 2 PM	Sat. Noon
<b>Advance Run- Flair, Travel, Entertainment Special Sections</b>	Mon. 3 PM	Tue. 5 PM	Tue. 10 AM	Wed. 5 PM	Wed. 10 PM
<b>Commentary</b>	Mon. 5 PM	Tue. 5 PM	Wed. 2 PM	Thu. 2 PM	Fri. 10 PM
<b>Real Estate</b>	Tue. 5 PM	Wed. 5 PM	Thu. 2 PM	Fri. 2 PM	Fri. 10 PM
<b>Classified</b>	Wed. 6 PM	Wed. 6 PM	Fri. 10 AM	Fri. 4 PM	Fri. 7 PM

MONDAY					
<b>Main,ROP</b>	Thu. 5 PM	Thu. 5 PM	Fri. 10 AM	Fri. 4 PM	Fri. 9 PM
<b>Classified</b>	Thu. 5 PM	Wed. 5 PM	Fri. 10 AM	Fri. 4 PM	Fri. 6 PM
<b>Metro Biz,Prime</b>	Wed. 5 PM	Thu. 5 PM	Fri. 10 AM	Fri. 4 PM	Fri. 9 PM

TUESDAY					
<b>Main,Sports,ROP</b>	Fri. 5 PM	Mon. 10 AM	Mon. 10 AM	Mon. 5 PM	Mon. 7 PM
<b>Classified</b>	Thu. 5 PM	Thu. 5 PM	Fri. 2 PM	Mon. 12 PM	Mon. 2:30 PM

WEDNESDAY					
<b>Main,Sports,ROP</b>	Fri. 5 PM	Mon. 5 PM	Mon. 10 AM	Tue. 5 PM	Tue. 7 PM
<b>Classified</b>	Fri. 5 PM	Fri. 5 PM	Mon. 10 AM	Tue. 12 PM	Tue. 2:30 PM
<b>Balance/Flair</b>	Thu. 5 PM	Mon. 10 AM	Mon. 10 AM	Mon. 5 PM	Mon. 10 PM
<b>Starwatch</b>	Wed. 5 PM	Thu. 5 PM	Fri. 10 AM	Fri. 5 PM	Fri. 10 PM

THURSDAY					
<b>Main,Sports,ROP</b>	Mon. 5 PM	Tue. 5 PM	Tue. 2 PM	Wed. 5 PM	
<b>Classified</b>	Mon. 5 PM	Mon. 5 PM	Tue. 2 PM	Wed. 12 PM	Wed. 2:30 PM
<b>Weekend</b>	Mon. Noon	Tue. 5 PM	Tue. 2 PM	Wed. 5 PM	Wed. 7 PM
<b>Explore</b>	Fri. 5 PM	Mon. 10 AM	Tue. 10 AM	Tue. 5 PM	Wed. 2:30 PM

FRIDAY					
<b>Main,Sports,ROP</b>	Tue. 5 PM	Wed. 5 PM	Thu. 10 AM	Thu. 5 PM	Thu. 7 PM
<b>Classified</b>	Tue. 5 PM	Tue. 5 PM	Wed. 2 PM	Thu. 12 PM	Thu. 2 PM
<b>Zoned Editions</b>	Tue. 5 PM	Wed. 5 PM	Thu. 10 AM	Thu. 5 PM	Thu. 7 PM

SATURDAY					
<b>Main,Sports,ROP</b>	Wed. 5 PM	Thu. 5 PM	Fri. 10 AM	Fri. 5 PM	Fri. 7 PM
<b>Classified</b>	Wed. 5 PM	Wed. 5 PM	Thu. 2 PM	Fri. 12 PM	Fri. 2 PM
<b>Home Guide</b>	Tue. 5 PM	Wed. 5 PM	Thu. 10 AM	Thu. 5 PM	Thu. 10 PM
<b>Channels</b>	Tue. 5 PM	Wed. 5 PM	Thu. 10 AM	Thu. 5 PM	Thu. 10 PM

ADVERTORIALs	Earliest of:	Copy	No Copy	We Build	You Build
<b>Fly Sheet</b>	7 days	3 days	7 days	3 days	
<b>8 Pages or more</b>	7 days	3 days	7 days	3 days	

**NOTE:** Electronic & CR Deadline denotes the last possible time an ad can arrive to print in that section. No proofs will be given.

# MEASUREMENTS

## STANDARD COLUMN WIDTHS/ 6 column page

Columns	Inches
1 .....	1.73
2 .....	3.56
3 .....	5.39
4 .....	7.22
5 .....	9.05
6 .....	10.88

## CLASSIFIED COLUMN WIDTHS/ 10 column page

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

## TABLOID WIDTHS/5 column page

Columns	Inches
1 .....	1.73
2 .....	3.56
3 .....	5.39
4 .....	7.22
5 .....	9.05

**STANDARD FULL PAGE** 10.88" inches wide x 21" inches deep

*NOTE: If center spread is a read-across, use Standard Full Page dimensions. If center spread is 2 separate pages, with a gutter separating the two pages, build as 2 separate pages using Tabloid Full Page dimensions.*

**TABLOID FULL PAGE** Full Page Ad Size = 9.05 X 11.5

**COMMERCIAL PRODUCT PAGE** Full Page Image Size = 10.125" wide X 11.625" deep (includes folio)

**STANDARD DOUBLE TRUCK** 24 inches wide x 21 inches deep  
 1 Pica or .16 inches between columns  
 5 picas between tabloid pages

For a complete list of ad sizes, please ask your Account Executive.

# FILE DELIVERY

## METHODS

Computer generated ads may be delivered to RTD by the following methods:

1. Media (will be returned to the advertiser):

- DVD
- CD
- 100mb Zip disk
- 1.4mb floppy disk (3.5")

Fill out and submit the RTD's DIGITAL ADS CHECK LIST

Label all disks, CDs and other materials supplied to RTD with:

- advertiser's name
- contact person
- phone number
- contents
- return address for the disk
- if possible, include the ad's printing date(s)

2. E-MAIL

The RTD Pre Press Design Services Center accepts digital files attached to e-mail.

RTD has two methods for receiving e-mail and digital attachments as follows:

- Send e-mails to your RTD Account Executive, who will then forward them to prepress with specific instructions. The e-mailed files and the attachments will be downloaded when notification is received from an RTD account executive.
- If attachments are larger than a total of 6MB (six megabytes), **notify your account executive** and send files to RTD via a POP3 email account to: **rtdads@mgads.com**

Software application files and linked text and graphics may be sent as attached files. Include all graphic and text files in their native formats or submit entire ad as a PDF file with fonts, graphics and text embedded

RTD needs to receive detailed information about each ad, graphic and/or file sent to us. Please use our interactive DIGITAL ADS CHECK LIST for digital file submission—and attach it to your e-mail.

The information we need includes:

- the advertiser's account name
- contact person's name
- the ad's print date (if possible)
- name of native software and version number
- file formats

3. FTP

The Richmond Times-Dispatch can provide access to our FTP site to advertisers with special needs that cannot be met through other means of delivery.

4. Internet

The Richmond Times-Dispatch is associated with the following electronic ad delivery and electronic mail services. Please contact your account executive for details, or make your own arrangements with these services:

ADSend

- The Associated Press—offers a central computer system called AdSend that is equipped with satellite technology for digital advertisement delivery.
- AdSend software must be purchased by the advertiser and there is a per-ad send fee. Digital advertisements must be submitted to AdSend as Adobe Acrobat PDF files.
- The Richmond Times-Dispatch site code for AdSend is: VARIT
- For more information call 1-800-2-ADSEND or the Richmond Times-Dispatch.

Other available services include FastChanel (<http://www.addirect.com/home/>) and AdTransit (<http://www.adtransit.com/>).

## **FILE COMPRESSION SOFTWARE**

1. Large files may be compressed using
  - Stuffit Deluxe
  - WinZip
2. Or save files as “self extracting” files (.sea) (note on the disk if the file has been compressed)

# FILE PREPARATION

## SUPPORTED SOFTWARE

The Richmond Times-Dispatch wishes to meet customer software requirements. However, RTD cannot purchase or update all software used in production and transfer of computer generated ad documents, files, art and/or ads. The following software is supported:

- Adobe InDesign
- Adobe PageMaker
- Macromedia FreeHand
- Multi-Ad Creator
- Microsoft Word for (text files only- do not embed images in Word document)
- Adobe Photoshop (graphics only- do not embed text in PhotoShop documents)
- Quark XPress
- Adobe Illustrator
- Adobe Acrobat PDF (**preferred format**)

Contact your account executive for supported software versions and file formats before sending digital files, ads or art.

## PRINTING SPECIFICATIONS

### Halftone Specs

- 85 LPI / 45 angle / round dot min. / preferred 200 dpi scanner resolution / Min dot 3% highlight 85% shadow

### Separation Setups

- Printer Ink Setup SWOP / newsprint / GCR medium 80% k 250%TIL (Total Ink Limit)

### Film Specs

- right reading, emulsion down
- Screen Angles: C = 105 / M = 165 / Y = 90 / K = 45

## GENERAL GUIDELINES

When preparing an advertisement for the Richmond Times-Dispatch, please follow these helpful steps to ensure correct transfer and printing of your ad:

- Make individual documents for each ad being placed with RTD
- Use the print date as the name of the folder (Mac) or directory (PC)—(example: 12\_02 or RNI\_12\_02)  
*NOTE: Spaces and special characters embedded in the folder or directory name may not be seen on a PC when ad files are being accessed. Use the underscore ( \_ ) as a separator instead.*
- Set up the document page size to match the advertisement size (example: ad size of 2 columns by 6 inches = document page setup of 3.75" x 6". Please see pages 18 through 19 for ad sizes.)
- Design your ad to appear within your document page size from 1 point to 1/16" from the outside edge (RTD cannot support bleeds)
- Double check all elements of your advertisement to ensure that all pieces/parts are included and are in the supported file formats
- Check colors for Spot and CMYK separations (note: do not use RGB colors for printing—your ad will not print in RGB mode)
- Delete colors that are not used in the advertisement

- Delete extraneous boxes, type, lines, blank lines, spaces, etc.
- Do not embed high resolution images in documents unless the file is saved as a PDF file ( see the section entitled 'Advantages of Using PDF Files')—instead use the link command (to link to your high resolution graphic outside the document) of your page layout software to use a low resolution image within your document
- Include high-resolution graphics or art files in your electronic folder or directory along with your ad document, screen and printer fonts and all other relative files
- A color proof must be supplied with all color ad materials. This proof may not provide an exact indication of how the supplied materials will reproduce, but will indicate color guidelines
- For digital files sent electronically, a facsimile hard copy proof that is 100% in size and tiled by the laser printer is required.
- Proofs should be 100% in size. Tiling may be necessary and is preferred to off-size proofs. Be sure to print crop marks and the name of the file on your proof. Include handwritten instructions to clarify aspects of the proof, making the digital file easier to process. Note all special effects applied to each element.
- If digital files are not usable, the full-sized proof will be considered to be camera-ready artwork and scanned into the RTD production network for processing—if this is the case, your account executive will contact you with details
- Line art should be scanned at 1020 dpi (for small type etc.) if possible, or at least 600 dpi at the very minimum)
- Indicate color and trapping requirements
- Set the “Print Setup” of your application software for high resolution output (for example, Agfa Linotronic 530 ppd)
- whenever possible, send a PostScript (.ps) or Acrobat (.pdf) file
- Black can be defined as 100% black or “Rich Black” as 60% Cyan, 0% magenta, 20% Yellow, and 100% Black; this is good to use in large areas of black
- Drop Shadows Without Outlines: Drop shadows can either be created within the page layout program such as InDesign, or by using a drawing program that will produce an EPS file. It is very important to note that a shadow should be a separate, editable and definable element. Do not use the “shadow” attribute in programs such as Quark XPress. Using the “shadow” attribute makes kerning awkward and limits the possibilities of color, offset, etc.
  - Set the original text applying all attributes of kerning, font, point size, leading, horizontal scaling, etc.
  - Duplicate text at the desired shadow offset
  - Apply color/tint to shadow text and send shadow behind type
  - Group text and shadow
  - Be sure to check the color knock out function so the top layer drops out of shadow
  - Pi Fonts—certain special characters within a font may be remapped to a selection from the symbol font

# DESIGN TIPS

## TEXT

- Include a hard copy of all text supplied
- Save any and all text included in digital files as Microsoft Word (.doc format) or ASCII Text Only formats
- Do not embed art in page layout, word or text documents—simply include the art file in its native format in the folder or directory of your ad (word, text) document unless you are generating a PDF file (see this Guide's section on 'Advantages of PDFs')
- Formats that cannot be read from disk will be typed and proofed against the mandatory hard copy proof that is supplied by the advertiser. Customer is responsible for accuracy.
- Text may be sent as an e-mail attachment or pasted into the e-mail's message field
- Please direct all e-mails and the related attachments to your RTD account executive

## FONTS

- Richmond Times-Dispatch produces all ads using the Adobe 8 Font Library
- Any of the 35 Standard PostScript laser fonts are compatible and acceptable
- All other fonts must be included with digital files being submitted for ads
- PostScript Type 1 fonts are the most reliable when output to the high resolution digital printers used at RTD
- Include screen and printer fonts with your ad's electronic files
- For the ad being submitted, *screen* and *printer* fonts must match—the screen and printer fonts must have the same version, name and manufacturer included with digital files
- Keep all screen and printer fonts in the same directory or folder. Screen and printer fonts must be included with your electronic files.
- Use only the font's actual style when placing text in ads
- Do not use the software style menu for changing fonts to italic, bold or bold italic as they may not be available as printer fonts and will not print correctly
- Do not rename fonts
- TrueType fonts may not print correctly; they may default to Courier
- If necessary, fonts will be substituted with the closest style from the Adobe 8 Type Library and checked for re-flow of text against the attached hard-copy version that advertisers must supply to their account executive
- Only include files associated with the advertisement. Do not send entire font libraries or CD-ROMs
- Reverse Type/Color Type: Text to be reversed out of a solid black area should be no less than 10 pts—type to be reversed out of two or more overprinting colors should be no less than 14 pts
- Surprinted Type: Type should not be surprinted or overprinted in areas that exceed 30% screen tint value—color and black and white can be combined
- Reverses: Define where separate plate burns are required, define reverses as new color in the color palette as 0% Cyan, 0% Magenta, 0% Yellow and 0% Black named "Drop Out Type" and specify as a spot color or use "White" default color. Check color break proofs to ensure proper color drop out
- Outline Type: Unless using Adobe InDesign, outline type should be created in a drawing program and saved as an EPS for out-line effect

- Set the original text in the text box applying all attributes of kerning, font, point size, leading, horizontal scaling, color, etc. When text is final, save the document in the drawing program native software for future editing
- Convert text to outline or paths to embed the fonts

## **IMAGE FILE FORMATS**

- TIFF, JPEG, EPS, PDF and native Photoshop and Illustrator files with an output resolution of 200 dpi are the preferred formats for graphics being submitted for ad publication
- PDF file formats are preferred with all art and text embedded in the PDF. *See section on Advantages of PDF Format.*
- The high resolution images supplied are used in page layout and printing. Low resolution files are not required for position.

## **RULES, FRAMES, AND BORDERS**

- Do not use a predefined “Hairline” width rule in any application. Instead, define your hairline width rules as .25 point.
- Whenever possible, do not use rules to create frames or boxes. It is extremely difficult to align rules to create perfect corners.
- Quark XPress Frame Editor is a bitmap editor that does not create frame designs in PostScript form. At high resolution or during enlargements, the frames possibly will not hold the smooth crisp appearance.

## **GRAPHICS**

- Ganged scans that are cropped in Quark XPress slows the ad’s processing time—any and all image editing should be completed in Photoshop before placing in your document layout application
- Restrict desktop scans to single images
- image files should be supplied in a CMYK format, as opposed to RGB. Conversion from RGB to CMYK will affect color output.
- With prearranged instruction, high resolution scans will be made by the RTD
- EPS (Encapsulated PostScript) files must have the TIFFs, fonts, and other support files properly linked/associated with it to print. Renaming linked high resolution files will break the link to the low resolution file in your layout program (the FPO)
- Objects deeply nested or layered in EPS files may create PostScript errors
- Include native Illustrator or FreeHand files for troubleshooting, edit or trapping if necessary. Minimize the nesting of EPS files. Printing an EPS within an EPS increases the chance that the file will not RIP correctly in PostScript. Nesting EPS files also creates linking problems between applications that may cause unpredictable results. Use the copy and paste function whenever possible.
- When creating an EPS illustration, convert all text to outline, to eliminate font calls and ensure font compatibility at production time.
- Spot ink colors used by the Richmond Times-Dispatch press do not conform to desktop publishing software colors. Please ask your account executive for a list of possible ink colors.

## **COLOR AD ELEMENTS**

All predefined base colors, such as red, green, and blue in Quark XPress, should be removed from the default color palette of master grids. These colors are RGB and will not print properly. When

importing a spot or Pantone color into a page layout program, the color will appear in the color palette. Be sure to use that color for additional elements rather than rebuild the color specs

## **TRAPPING**

Trapping is the responsibility of the Richmond Times-Dispatch. Preferred traps must be noted early and match print color proofs request (time permitting).

## **BLENDS AND DEGRADES**

- Keep EPS files to 10 or less blends—blends or degrades that take a long time to print to a laser printer may exceed RTD's standard time allowed to process and cannot be printed at RTD.
- Blends can be saved as Photoshop TIFFs by opening object based EPS files, adding noise, and resaving. This type of TIFF file is more efficient and works faster with the RIP process.

# SCANNING AND IMAGE ADJUSTMENT

## SCANNING BY RTD

- 18" x 22" is the maximum size accepted for artwork that needs to be scanned by the RTD
- Black & white or color photos and/or transparencies, as well as black and white and/or color "clip" art or drawings are accepted
- The Richmond Times-Dispatch prefers to scan photos in-house to ensure high quality and proper tonal correction at the time of scanning
- Art supplied by the advertiser will be returned

## SPECIFICATION FOR BLACK & WHITE HALFTONE REPRODUCTION FROM PHOTOSHOP

- Scan original within 25% of final enlargement or reduction size
- Approximate 20-25% dot gain on press
- Recommended halftone curve
  - Highlight 5-7%
  - Midtone 25-30%
  - Shadow 75-80%

*NOTE: Any shadow dot in excess of 85% can be expected to print as a solid.*

## SPECIFICATIONS FOR COLOR SEPARATIONS IN PHOTOSHOP

To optimize subject details, The Richmond Times-Dispatch recommends increasing the quarter tones and midtones of high-key originals and reducing the midtone to 3/4- tones of low-key originals. Lowering the midtones increases the tonal separations in the shadow and improves the color separation in the shadow. Lowering the shadow dot sizes by using UCR (Under Color Removal) will not increase the shadow detail, but will flatten the shadow curve and lose detail.

## UCR CHART

Percentages After UCR (Under Color Removal)				
	Cyan	Magenta	Yellow	Black
Whites	0	0	0	0
Highlight	3	2	2	0
Midtone (Neutral Balance)	40	27	27	0
Shadow	65	50	55	80
Total Ink Coverage (no less than/no more than) =				240 to 260%

- color correction should take place in the scanning process
- color scans can be made by the Richmond Times-Dispatch with low resolution files sent back to the client for placement, rotation, cropping and 25% scaling
- on newsprint, a black dot in 1/4 tones and highlight areas will gain or result in dirty, dull and poor reproduction of colors. Therefore, starting the black curve at middle-tone/ skeleton black is recommended. Keep in mind that newsprint has an average gain of:
  - 10-15% in the highlights,
  - 25-32% in the midtones, and
  - 11-21% in the shadows
- Without color correction, these gains can significantly contaminate colors and tone reproduction contrast.

# COLOR

## GUIDELINES ON SELECTING COLOR ADVERTISING MATERIALS

- 35mm color transparencies produce very good quality if enlargement of the actual image area is not over 1,000%. Otherwise quality cannot be ensured.
- 2-by-2-inch color negatives, and larger ones up to 8-by-10-inches, produce very good quality.
- 35mm normal speed color negatives produce good quality if enlargement of the actual image area does not exceed 800%. Otherwise quality cannot be ensured.
- Reflective color prints, up to 8-by-10 inches, for which the photographs were taken, processed and printed by professionals produce good quality. Glossy paper is better than matte paper.
- 35mm high-speed color negatives, with a film speed of 400 and higher, produce good quality if enlargement of the actual image area does not exceed 500%. High speed film can have a grainy appearance that tends to get worse during reproduction, especially in enlargements.
- Digital photos scanned on high-end equipment and submitted as separate images can produce good quality or better, depending on what further adjustments can be made for gray balance, contrast, color balance, detail enhancement and ink density.
- Digital photos scanned on desktop equipment or photos already incorporated in digital layouts usually produce fair quality depending on the equipment used and the skill of the operator.
- Digital photos downloaded from the internet are low resolution (72 dpi) and will not print with quality unless they are JPEG at 200 dpi.
- “Dupes” of photographs, whether on film or photographic paper, produce for quality if only one generation from a quality original and if enlargement or reduction does not exceed 20%.
- Reflective “one-hour” color prints commonly produced by storefront commercial outlets often produce marginal results.
- “Instant” color prints often produce marginal results.
- Screened or printed halftone color materials often produce marginal results. Using this material may result in poor color quality, moiré patterns, blurry images and other negative attributes that may not be visible until printing, even if a proof is made.
- Document sizes should be specified to proper placement without bleed elements. Print proofs with corner registration marks to indicate cropping or bleeds.
- The use of style sheets is highly recommended. If stylesheets are used, maintain a master document that has every stylesheet defined to avoid surprise at production time. Inform the Richmond Times-Dispatch of any stylesheets in use with the advertisement.

# ADVANTAGES OF PDFS

The most reliable and trouble-free way to submit ads, art, text or other ad elements to the Richmond Times-Dispatch is as PDF documents.

## WHAT IS PDF?

PDF is short for Portable Document Format. PDF is a unique cross-platform file format that was developed by Adobe that allows you to send your ad to the Richmond Times-Dispatch without worrying about compatibility with application software, operating systems or hardware.

## WHAT IS SO GREAT ABOUT PDF TECHNOLOGY?

PDF file documents are cross-platform, print-friendly and smaller than other file format documents. It also allows for error-free e-mail transmission of valuable digital assets such as ads, ad elements, ad text and graphics without losing parts of the file being transmitted.

## WHAT DOES CROSS-PLATFORM MEAN TO ME?

Cross platform means that the file you convert to PDF and send to the Richmond Times-Dispatch can be opened, viewed and printed independently of the software, hardware or operating system in which it was created. Simply put, this means that anything that was created on a Macintosh or a PC in a variety of software applications can be opened, read, processed and printed by the Richmond Times-Dispatch Prepress Design Department in our digital printing environment without losing quality of the ad or art that you created.

## WHAT ABOUT PRINTING PDF FILES?

PDF files are based on the PostScript language imaging model which allows the ad, text, graphics or other ad related files being printed from your PDF file to print sharp, color correct ads—exactly the way you want your ad to be printed. The Richmond Times-Dispatch is a digital printing environment with PostScript support.

## WHAT ABOUT THE FILE SIZE?

PDF documents can be optimized to reduce file sizes, assisting in solving file-size problems when sending files via e-mail.

## WHEN ADS ARE SUBMITTED AS PDF DOCUMENTS YOU CAN BE SURE THAT:

- all the fonts and graphics are embedded,
- the ad will look exactly as you intended, and
- that your ad document will be submitted as a single, small file that cannot be altered during transmission or processing.

## RTD PRESS OPTIMIZED PDF SETTINGS

Use the guidelines below to create a customized Acrobat Distiller setting that will allow you to convert your ads to PDF documents using the Richmond Times-Dispatch's settings. Following the guidelines will ensure that the resolution of your ad is appropriate for the newspaper and that the fonts and graphics are embedded properly.

1. You will find the PDF creation settings we refer to in Acrobat Distiller's "Job Options" dialog box under the "Settings" menu item.

2. Start with Acrobat's preset "Press Optimized" setting in the main distiller window. This setting takes care of most of the details for you. However, you will need to make a few necessary adjustments.
3. Go to the "Settings" menu item and pull down to "Job Options" where you will find five tabbed sections.
4. In the "General" tab selection, be sure that "Optimize PDF" is checked
5. Deselect "ASCII Format"
6. Deselect "Generate Thumbnails"
7. In the "Fonts" section, be sure to select "Embed all fonts" and that the check mark appears in the box.
8. Also check the 'Subset -- All Embedded Fonts Below' and make sure this is '100%'
9. Go to the 'Color' Section; click on 'Conversion'. Make sure the 'Leave color unchanged' option is selected.
10. Deselect 'Allow Postscript File to Override Job Options' and deselect 'Preserve OPI'
11. Click 'Save As' and name this job option 'RTD press optimized'
12. Select this job option to distill an EPS or a PostScript file created from the native application used for your ad. Refer to the native application's user manual for guidance on creating the EPS or Postscript.

# GLOSSARY OF TERMS

**Acrobat** - Adobe systems' electronic exchange product suite. Acrobat 4.0 includes Reader, Exchange and Distiller. Reader allows the display and printing of PDF files, Exchange displays and edits PDFs and Distiller creates PDFs.

**Bitmap** – A type of graphics file format in which a separate value for each pixel of an image is stored in a bit or group of bits.

**Color Gamut** – The range of colors available for printing or on-screen viewing.

**Compression software**- Software packages that allow data to be compacted into a smaller space, making it much faster to transmit over a network or modem. Please Note: Compression may corrupt the file.

**Continuous Tone Image** – An image (photograph or painting) that features continuous gradients of color and requires halftone screening in order to be successfully printed on a press.

**Digital Printing** – A printing method that transfers digitized images and text from the computer directly to a digital printing press, using lasers or LEDs to etch or electronically image special plates or drums.

**Dot Gain** – The amount by which a halftone dot grows when ink is absorbed by the paper. The amount of dot gain varies according to the characteristics of the press, ink and paper used. If dot gain is not accounted for during the creation of color separations and proofs, unexpected color shifts or loss of detail will occur on the press.

**CMYK** – An abbreviation for cyan, magenta, yellow and black which are the four colors used in process color printing.

**DPI** – A measurement—dots per inch—used to determine the resolution of printed images and text.

**Drum Scanner** – A scanner in which the original wraps around an internal drum.

**EPS or EPSF** – (Encapsulated PostScript) A file format used to transfer PostScript image information from one program to another. The file includes PostScript code plus a low resolution representation of the image. The creators of PostScript needed a way to view and transfer PostScript files in and between applications. EPS is a vector-based standard format for importing and exporting PostScript files into a variety of applications.

**GCR** – (Grey Component Replacement) A technique for reducing the amount of cyan, magenta and yellow in an image and replacing them with an appropriate amount of black.

**Gradient** – A gradual change in shading or color over an area on the printed page or screen. A gradient involving more than one color is called a blend.

**Halftone Screen** – A pattern of dots used to simulate and print a continuous-tone image either in color or in black and white.

**Imagesetter** – A postScript-based device to output a computer image or page layout at high resolution onto photographic film, paper or plate material.

**Lossless Compression** – A compression method in which no image data is lost during the compression process.

**Lossy Compression** – A compression method that discards image information and may decrease image detail as the size of the file is reduced. JPEG is a lossy compression method.

**LPI** – A measurement—lines per inch—used along with dpi to determine the resolution of a printed halftone image.

**OPI Substitutions** – A process by which low-resolution image placeholders are automatically replaced with high-resolution images at the time of output.

**Pixel** – The smallest distinct unit of a bitmapped image displayed on screen (picture element).

**PPI** – Pixels per inch, a measurement used when scanning images to determine how much image detail has been obtained.

**Megabyte** – A unit of measure of stored data corresponding to 1,024 kilobytes or 1,048,576 bytes. Usually abbreviated as MB.

**Moiré Pattern** – An undesirable pattern produced when using traditional screening and process-color printing. It is caused by the interference of a halftone screen with a pattern in the printed image. Moiré pattern can be avoided by changing screen angles or using stochastic screening.

**PDF** - Adobe Acrobat's Portable Document Format. PDF are electronic documents created from a wide range of applications with no further dependency on the application or linked files. PDFs embed fonts and graphics and contains compression.

**PostScript** - A software language created by Adobe Systems for describing graphic information. It has become a standard, at all levels, in the electronic publishing industry. Its main function is to describe the appearance of text and graphical shapes on a page to a printer or imagesetter.

**Prepress** – A collective term for the steps taken to prepare artwork, files and/or documents for printing.

**Raster Image Processor** – (RIP) Hardware that translates electronic file data, such as PostScript, into an array of dots and lines that can be printed.

**Resolution** – The measure of fineness and detail in an electronic image. The scale of resolution needed for an image depends on the device being measured. Scans are measured in samples per inch (spi) or pixels per inch (ppi). Monitors are measured in ppi. Halftone screens can be measured in lines per inch (lpi). In all cases, the higher the resolution, the more detailed the electronic image.

However, an electronic image being output to print is limited to the output device's specifications. At RTD, we calibrate our newspaper (web) presses regularly for 1016 dpi and 85 lpi.

**RGB** – An additive color model used for devices such as scanners, computer monitors and other light-based media that create color with light using the additive primary colors of red, green and blue. NOTE: compare to subtractive color system (CMYK). Please do not use RGB on commercial jobs.

**Rosette** – A flower-like pattern formed when dots of the four process colors are printed at different angles in a halftone image's grid.

**Scanner** – A device used to digitize images to be manipulated, output or stored in a computer system or electronic storage device.

**Separations** – A set of films (or digital images) in which each piece contains the information for one printing plate.

**SPI** – Samples per inch, a measurement of the optical resolution of a scan or scanner. Generally used when scanning images to determine how much detail has been captured (also see ppi).

**Stochastic Screening** – A method of creating digital halftones in which photo-realistic images are created using uniformly sized dots distributed in various densities. Stochastic screening eliminates moiré patterns and allows greater detail reproduction and ink densities and is an essential component of HiFi Color printing. Also called frequency modulated printing.

**Subtractive Color System** – A color system using cyan, magenta, yellow and black as primary colors. Theoretically, mixing the three subtractive primary colors produces black but because pigments cannot be made absolutely pure, black is added for process color printing.

**SWOP** – Specifications for Web Offset Publications used to ensure color consistency, a standard for color printing developed in the U.S.

**Trapping** – A prepress technique which allows for variation in registration during the press run. On the desktop, this is accomplished by allowing an overlap between abutting colors.

**TIFF** - Tagged Image File format. Another graphics standard. Bitmaps saved in TIFF format exchange, convert, and print well on both platforms and is the preferred standard for graphics (unless clipping or vector based objects are included).

**UCR** – (Under Color Removal) A technique for reducing the amount of cyan, magenta and yellow in shadows and neutral areas in an image and replacing them with an appropriate amount of black.

**Web Press** – A printing press, such as the ones used for newspaper printing at RTD, that uses paper fed from a roll so that a continuous stream of paper moves through the press.

# RTD RULES

All computer generated advertisements must be received by regular printing deadlines as stated in the published rate cards for proper transfer. If problems arise, the client and sales person will be notified immediately and appropriate steps will be taken to produce the advertisement.

Additional charges to the advertiser may be incurred if the advertisement must be manipulated by the Richmond Times-Dispatch staff members to set proper dimensions or proof corrections. The Richmond Times-Dispatch is not responsible for computer-generated advertisements not prepared following these guidelines.

The advertiser is responsible for acquiring all of the necessary licenses, rights and consents required under applicable copyright, trademark, unfair competition, privacy or publicity law and right to permit Richmond Times-Dispatch to print the advertiser's advertisement in the newspaper in the form proposed by the advertiser to be run in the newspaper. This responsibility applies to all advertisements prepared by advertiser or its agents including but not limited to "camera ready ads" and "computer-generated ads."

Advertiser will save and hold Richmond Times-Dispatch harmless from any and all liability cost, expenses, damages, fees, and losses (including reasonable attorney's fees) that Richmond Times-Dispatch may incur due to copying and printing the advertisement.

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