

Bangor Daily News
Electronic Ad Delivery Information
10 total pages

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File Formats Accepted

- Adobe PDF files created with Adobe Acrobat Distiller
- Macintosh Quark Xpress 4.1 or older files with fonts and graphics (screen and printer fonts must be included)
- Adobe Illustrator 10 or older EPS files with screen and printer fonts, or fonts changed to outline fonts (artwork)
- Mac Multi-Ad Creator 4.03 files with eps images saved with file, screen and printer fonts included
- Adobe Photoshop 7 or older files
- B&W hard copy (note: halftones will lose quality to some degree when scanned).

We do not accept negatives.

If you cannot send your ad in one of the formats above, we will set the ad for you. See your salesperson for details and deadlines.

Media Accepted

100 mb and 250 mb Zip, CD, Floppy

Email

All emails should be sent to the Advertising Department. The address is:

advertising@bangordailynews.net

Please include the person's name that you are sending it to.

File Guidelines

To create a usable PDF file, many considerations must be taken into account. Job Option settings are included in this package for both Acrobat Distiller 4 and 5. Making a PDF through any means other than Acrobat Distiller can result in errors with your file.

Before you can create a usable PDF file, your ORIGINAL DOCUMENT must be error free.

Please check the following:

Fonts

Font issues are a real concern, industry-wide. To cut down on errors we ask that you:

- Do not use TrueType or Multiple Master Fonts.
- Do not apply artificial type styles to fonts (bold, italic, outline, etc.)
- When printing type over a screen, do not use a screen heavier than 30%. Also keep in mind that your type size should be at least 10pt for optimal reproduction. Serif fonts will be more difficult to read than will sans serif.
- When using reversed type, use a size greater than 9pt for best legibility.

Artwork

- Include only TIFF or EPS images in your file.
- All images must be either CMYK, Grayscale or Line Art
DO NOT USE RGB, INDEX COLOR, OR LAB COLOR - DO NOT USE 4-COLOR BLACK
- Prepare Spot Color as CMYK.
- Convert Pantone colors to CMYK.
- All color ads must be prepared as CMYK COMPOSITE files.
Do not send
- Halftone images must be 150-200 pixels per inch at 100% of size.
(internet images are usually 72 pixels per inch at 100% and will reproduce poorly in the paper)
- Line Art should be at least 300 dpi at 100% of size for proper reproduction.
- Significant dot gain occurs on newsprint. Enclosed in this package you will find the dot gain information you will need in Photoshop when color correcting.
A highlight dot less than 5% will not hold and will appear white.
A shadow dot greater than 92% will appear black.
- Convert Pantone colors to CMYK
- All color ads must be prepared as CMYK COMPOSITE files.
- Prepare Spot Color as CMYK.

Please allow time for resolving problems that may arise with your file.

Please virus check your files before sending.

Bangor Daily News

AD SIZES JULY/2002

5/17/2002

	RETAIL/ZONE	CLASSIFIED	TAB	TV WATCH
1 COL.	1.833	1.203	1.9375	1.375
2 COL.	3.792	2.506	4	2.875
3 COL.	5.75	3.808	6.0625	4.375
4 COL.	7.708	5.111	8.125	5.875
5 COL.	9.667	6.414	10.25	7.375
6 COL.	11.625	7.717		
7 COL.		9.019		
8 COL.		10.322		
9 COL.		11.625		
FULL PAGE DEPTH	20.75	20.75	11.375	10
DOUBLE TRUCK	width 23.75w x depth 20.75d	23.75w x 20.75d	21w x 11.375d	



	CUSTOMIZED TAB
1/8	5.0625 x 3.06
1/4	5.0625 x 6.31
1/2	10.25 x 6.31
FULL	10.25 x 11.375

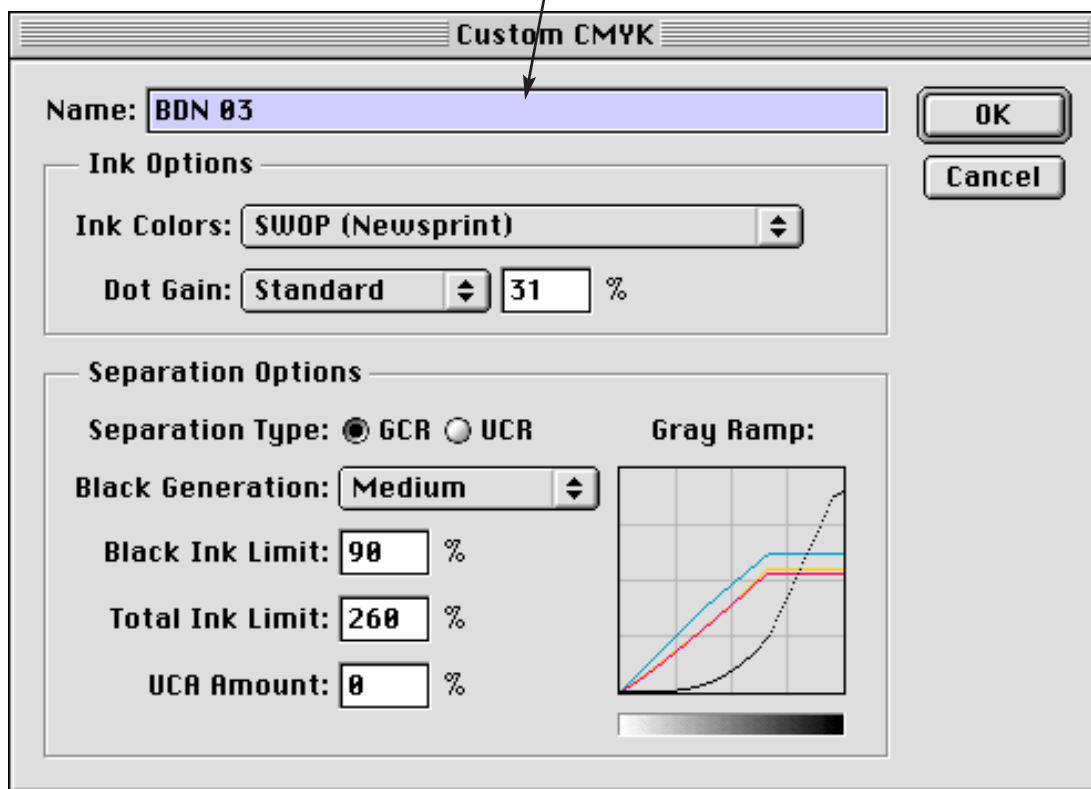
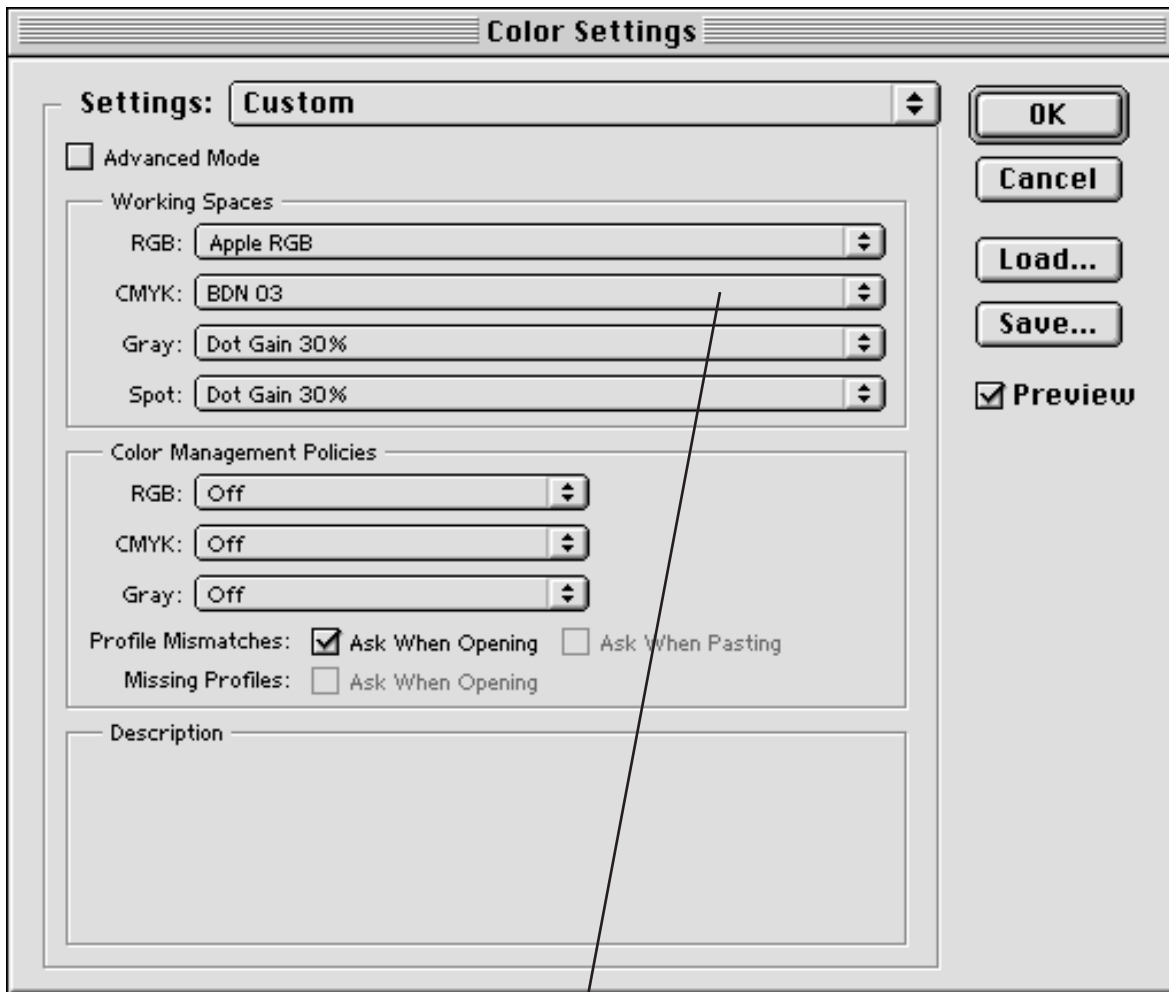
	CUSTOMIZED STANDARD
1/8	5.75 x 5.09375
1/4	5.75 x 10.3125
1/2	11.625 x 10.3125
1/2	5.75 x 20.75
FULL	11.625 x 20.75



	MINI TAB
1/4	3.6875 x 4.9375
VERT. 1/2	3.6875 x 10
HORIZ. 1/2	7.5 x 4.9375
FULL	7.5 x 10

DECIMAL EQUIVALENTS

1/16.....	.0625	9/16.....	..5625
1/8.....	.125	5/8.....	.625
3/16.....	.1875	11/16.....	.6875
1/4.....	.25	3/4.....	.75
5/16.....	.3125	13/16.....	.8125
3/8.....	.375	7/8.....	.875
7/16.....	.4375	15/16.....	.9375
1/2.....	.5		



Job Options: BDNPRESS

General Compression Fonts Color Advanced

File Options

Compatibility Acrobat 4.0 (PDF 1.3)

Optimize For Fast Web View

Embed Thumbnails

Auto-Rotate Pages: Collectively By ...

Distill All

From: [] To: []

Binding: Left

Resolution 1200 dpi

Default Page Size

Width 8.5 Units Inches

Height 11

OK

Cancel

Save As...

Job Options: BDNPRESS

General Compression Fonts Color Advanced

Color Images

Bicubic Downsampling to 200 dpi
for images 300 dpi

Compression: Automatic
Quality High

Grayscale Images

Bicubic Downsampling to 200 dpi
for images 300 dpi

Compression: Automatic
Quality High

Monochrome Images

Bicubic Downsampling to 1200 dpi
for images 1800 dpi

Compression: CCITT Group 4

Anti-Alias to gray 4 bit

Compress Text and Line Art

OK

Cancel

Save As...

