

Formats Accepted

The Daily News encourages the delivery of advertising material electronically in Adobe Acrobat PDF format.

Please take our specifications into consideration for all supplied material. If you have questions, please call the pre-press at (212) 210-2992.

THE FOLLOWING FORMATS ARE NOT ACCEPTED:

Microsoft Publisher files | Word, Powerpoint or Excel files
Gif files | Low Resolution Tiff or Jpeg files

THE DAILY NEWS ACCEPTS DELIVERY OF ELECTRONIC FILES VIA THE FOLLOWING METHODS:

AP-ADSEND

This service is provided by the Associated Press. Please contact them with any questions at 1-609-642-1100 or visit <http://www.adsend.com>

ADTRANSIT

Provided by Ad Transit. Please contact 1-800-254-6533 or visit <http://adtransit.com>

E-MAIL

We do not encourage e-mail delivery & ads will only be accepted with prior approval from your sales representative.

CD & DVD FORMATTED FOR PC.

Color Guidelines

SCREEN RULING 100 lpi.

MIDTONES

Allow for 20% dot gain. Midtones should be open for newspaper stock.

SHADOWS

Limit Cyan, Magenta and Yellow to 90% at the shadow end. Halftone Black limit is 85%.

COLOR FORMAT

CMYK colors only. No RGB, Lab color, PMS or extra channels. No 4-color black. When using black in color ads, it is preferable to set the values to C 0% M 0% Y 0% K 100% avoiding a 4-color/rich black color combination.

TOTAL INK COVERAGE

Should not exceed 220%.

HIGH RESOLUTION IMAGES

Should be provided at 300 dpi. Please take file and transfer time into consideration.

LOGO ART

For best possible reproduction logos should be supplied as vector art.

UNSHARP MASKING

Sharpening should be applied to image cropped at print size for best visual effect.

Black & White Guidelines

SCREEN RULING

100 lpi.

RECOMMENDED GRAYSCALE

300 dpi, bitmap dpi 1200.

LOGO ART

For best possible reproduction logos should be supplied as vector art.

RECOMMENDED AIM POINTS

Highlights 3%; Quarter tone 18%; Midtone 35%; Shadow 85%.

DOT GAIN

Expect a 20% dot gain in the mid-tone range. The file should reflect this amount of gain in the scan or adjusted with photo editing software.

COLOR FORMATS

Are not accepted for black & white.

UNSHARP MASKING

Sharpening should be applied to image cropped at print size for best visual effect.

Fonts

Must be embedded. Only Type 1, 3 and CID fonts are acceptable. No True Type or Multiple Master fonts.

MINIMUM TYPE SIZES

10 point for single color reverse type use 10 point also. 12 point when reversing text out of four color. A sans serif font is recommended, to avoid the text filling in on the press. Color text should also be sans serif.

NO 4-COLOR BLACK TYPE

Rules

MINIMUM RULE WEIGHTS

2 point for black on white.

2 point for reverse out of black.

2 points is recommended for any rules made of, or reversing out of, more than one color.