

## > AD PREPARATION AND OUTPUT SPECIFICATIONS

We are able to accept PDF files that fit the specifications listed below. For information on how to submit your ad digitally, visit [seattletimescompany.com/adsubmission](http://seattletimescompany.com/adsubmission).

If you are having trouble creating a PDF, please contact the Digital Ad Reception department (DAR) at 206/464-2340 or e-mail us at [darsupport@seattletimes.com](mailto:darsupport@seattletimes.com).

### TECHNICAL SPECIFICATIONS

#### Black-and-White Ads

Screens should be output at 100-line ruling with a minimum resolution of 200 dpi with standard screen angles.

#### Halftones

Resolution of 200 dpi or higher.

Highlight Dot	5%
Midtone Dot	35%
Shadow Dot	85%

Dot gain compensation should be set to 30%.

Black screens less than 20% or greater than 80% are not recommended.



#### Full-Color Ads

All spot colors provided as CMYK.

100-line screen ruling with a minimum resolution of 300 dpi with standard screen angles.

#### Color Dot Aimpoints

	Cyan	Magenta	Yellow	Black
Highlight	5	2	2	0
Midtone	36	28	28	10
Shadow	60	50	50	80

Dot gain compensation set to 30%.

It is not recommended to exceed 220% for total ink coverage.

Trapping is recommended at .25 pt to .30 pt.

The custom SNAP ICC profile defines the standard SNAP color space for newspaper advertising (used to profile photo and design files with accurate color for newspaper advertising).



#### Acrobat Distiller Settings

##### Resolution:

- 1200 dpi

##### Image Compression: Color and Grayscale Bitmap Images

- 100-line Screen for newsprint
- 100-line Screen for Pacific Northwest magazine

##### File Compression:

- Zip
- Quality: Medium
- 8 Bit (Distillers)

##### Fonts:

- Embed All Fonts / Everything else off
- NOTE: When creating your PDF, DO NOT USE MULTI MASTER, TYPE 3 or BITMAP FONTS. True type fonts will be converted to Type 1.

##### Monochrome Bitmap Images:

- Bicubic Downsampling at 1200 dpi
- Compression: Zip
- Compress Text and Line Art
- Color: Leave Color Unchanged on / Everything else off

##### Advanced:

- Process DCS on

##### Files on Default Page Size (inches):

- Width: 10.54"
- Height: 22.362"
- Resize Page and Center Artwork for EPS
- We only accept PDF files saved as 1.3 PDF version or lower. Include crop marks in all PDFs.

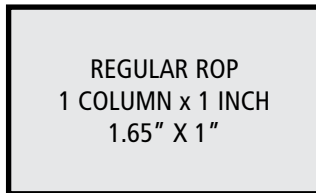
#### Font Size Recommendations

- Type should be no smaller than 7 pt.
- **Reverse type should be no smaller than 10 pt.**
- Sans serif type families will reproduce best. Typefaces with thin strokes (serifs) and thin lines will result in variation of reproduction quality.
- When using reverse type on a multi-color background, sans serif fonts of at least 12 pt. are recommended.
- When using color-built type, sans serif fonts of at least 14 pt. are recommended.
- Screen type of 80% or more will reproduce as a solid color due to dot gain.
- For readability, reverse or color-built type should not be positioned on top of screened backgrounds of less than 70%.
- Fine rules and small type should be reproduced as one color only. Do not use "hairline rules."

> ROP DISPLAY MECHANICAL INFORMATION

**Depth Requirements**

The minimum ad depth is one inch. Ads are billed to the nearest 0.25". Maximum depth for an advertisement before being charged for a full column is 9 inches for a tabloid page and 20 inches for a standard page. To ensure the positioning of two facing ads at the gutter, each of the facing ads must be a minimum of four columns x 18 inches or five columns x 16 inches.



**ROP Display Columns**

There are six columns to a page. A standard full page consists of 135 total column inches, with a maximum depth of 22.36 inches; tabloid pages consist of 63 total column inches and have a maximum depth of 10.5 inches.

Number of Columns	Width in Inches
1	1.65"
2	3.43"
3	5.20"
4	6.98"
5	8.76"
6	10.54"

**Doubletruck Sizes**

Minimum depth is 10.5 inches. Available in these widths:

**Standard Pages**

Number of Columns	Width in Inches	Full Depth Column Inches
13	22.04"	292.5"

**Tabloid Pages**

Number of Columns	Width in Inches	Full Depth Column Inches
13	21.88"	136.5"

Note: Doubletruck deadlines are 24 hours prior to all regular deadlines. Copy changes made on doubletrucks after 5 p.m. two days prior to weekday issue and after 5 p.m. Thursday for Sunday issue will be charged a minimum \$290 (noncomm.).

Doubletruck cancellations less than 14 days prior to publication date will incur a \$510 (noncomm.) cancellation charge. Standard gutters are charged as a full column.

**Gatefolds**

A gatefold is a continuous page and a half of advertising in the center of an ROP section, plus one half-page of advertising on the front of the connected half-page. Billed as a full doubletruck, a gatefold is equal to a total of 292.5 column inches of advertising. At least six weeks advance notice is required. Contact your account executive for additional information.

Page 1	5.20" wide x 22.36" deep
Page 2	16.70" wide x 22.36" deep
Back (optional)	10.54" wide x 22.36" deep

**Creative Shaped Ads (Non-standard ad shapes)**

Creative shaped ads are available in all products except Pacific Northwest magazine. An additional production charge of 25% applies. Minimum ad size is 20 column inches. Space reservation deadline is seven days in advance of regular deadlines; material deadline is 24 hours in advance. Ad positions are not exclusive on page. Watermark and/or shadow ads are not currently available. Contact your account executive for details and approved ad shapes.

**Sunday Comics Measurements**

1.5" strip	10.25" x 1.5"
1" strip	10.25" x 1"

**Sunday Comics Wrap**

10.25" x 20" per side