

PRINT AD SPECIFICATIONS

MECHANICAL DATA

TABLOID TRIM SIZE: 11" x 17"

MAGAZINE TRIM SIZE: 8.375" x 10.375"

DIGITAL AD SPECIFICATION

Files should be named uniquely and include your company name and the ad size.



Color ads must be submitted in CMYK, Pantone colors will not be accepted. (Blacks should be a solid black with no build.)

Black & white ads must be submitted in grayscale.



PDF format is the preferred format for all ads.

Remember to use the press-optimized setting when creating PDF files.

Be sure to embed all fonts and downsample the file to **300 dpi**.



Other acceptable file options include:

QuarkXpress 9.2, InDesign CS6

(Earlier versions are acceptable)

Files must be collected for output.

Files must include all fonts, in postscript format.

Images at 300 dpi or higher.

EPS files must have text converted to curves or outlines.



Illustrator CS6 (Earlier versions are acceptable)

Files should be saved as EPS and all text must be converted to curves or outlines.



Photoshop CS6 (Earlier versions are acceptable)

Files should be saved as flattened TIFFs with a resolution of no less than 300 dpi.



• To help guarantee ad resolution, JPEG files will not be accepted.

CAUTIONS/AVOIDANCES

Very small or very fine type, artwork with very small or fine detailing, screened type, art or background may fill in on the press. We suggest no smaller than 8 point for normal text and no smaller than 12 point for reversed text.

This is an example of 8 point text.

This is an example of 12 point text.

Darker images, where image tones exceed 75% black, tend to darken on press. Lighten areas that may print too dark. Typical press dot gain is 20%.

For more information on creating a proper ad please see the "Creating your Advertisement" page.

SUBMISSION

DIGITAL SUBMISSION

Email your ad to your advertising representative.

FTP SITE SUBMISSION

Our FTP site is secured and used by our clients to upload files for ads. Inform your ad rep when files are finished uploading. Ask your ad rep for more information on how to use our FTP site.

<ftp://ftp.mddailyrecord.com>

Username: bltclient

Password: Daily123

DEADLINES

ROP

Space, 10 a.m., 2 business days prior to first publication.

Completed ad, noon, 2 business days prior to first publication.

FOCUS SECTIONS

Space, noon the Friday prior to publication.

Completed ad, noon, the Tuesday prior to publication.

DIRECTORIES

5:00 p.m. on the Wednesday prior to Monday publication.

EMPLOYMENT

Copy must be received by 11:30 a.m. the business day prior to publication.

NOTES

CANCELLATIONS

No cancellations or changes will be accepted after space closing date. Notifications of cancellations prior to closing date must be in writing.

PUBLISHERS STATEMENT

All advertising accepted is subject to approval by the publisher. Advertiser and his agency will indemnify, defend and hold harmless from any claim and all loss, expense or liability arising out of the publication of any advertising copy.

PAYMENT

The Daily Record accepts Visa/MC/AMEX.

Pre-payment is required for all first-time advertisers.

ONLINE AD SPECIFICATIONS

Files should be named uniquely and include your company name and the ad size.

All supplied web, banner, email advertising should be provided at 72 dpi in jpeg or gif format.

Files size may not exceed 750 kb.

SUBMISSION

DIGITAL SUBMISSION

Email your ad to your advertising representative.

DEADLINES

SPACE

2 business days prior to start date.

MATERIALS

2 business days prior to start date.