

# Electronic Specifications

## Newspaper advertising

### Software and Formats:

The Duluth News Tribune, Duluth Budgeteer, Pine Journal, Northland Smart Shopper (Cloquet, Superior & Two Harbors), Superior Telegram and Lake County News-Chronicle use a PC based production system.

### Accepted applications:

• Quark 8 • CS6 Adobe Suite (Photoshop, Illustrator, InDesign, Acrobat)

### Accepted Files:

• PDF • JPEG • BITMAP • EPS • TIFF

Please build the ad the exact size that was purchased. If you build it a slightly different size, your ad could become distorted or stretched.

### Font Guidelines:

Use only postscript fonts (for printer and screen fonts). If you have questions about what type you have, please call.

### Color Guidelines:

We only use CMYK, grayscale or bitmap colors. We do not accept PMS, RGB, index or LAB colors. We will convert to CMYK and that could cause the ad to look different than you intended. All black text should be in 100% black only.

### Scanning Guidelines:

Scan only original artwork and photos. Do not scan pre-screened art pre-printed pieces (pre screened and pre-printed art has a dot pattern and won't scan well). You may provide photos and artwork that we can scan for you.

- Grayscale and color photos need to be scanned at the size they will be used with a minimum of 180 pixels per inch.

- Black and white line art (no screens or scales) should be scanned at 300-600 pixels per inch, depending on size.
- Scan art at the size you need it to be in the ad. Scaling photos larger requires a higher pixel per inch ratio.

### Helpful Hints:

Getting good reproduction on photographs and art on newsprint can be tricky. Images are produced on newsprint by a pattern of dots, and newsprint has a 30% dot gain. Dot gain is the tendency for dots to grow in size when printed on the press due to the absorbency of newsprint.

Therefore, photos for production on newsprint require a little more contrast. Midtones, especially, will look up to 20% darker on newsprint. When manipulating pictures, please compensate for dot gain. Look for a 9% dot in the highlights to hold the dot through the press run and 75% dot in the shadows if you need to see details.

Please do not reverse (white text on black or colored background) or knock out fine text. Call us for reverse and knock out specifications.

Artwork taken from websites are generally only 72 d.p.i. because of size and low resolution, will not reproduce well.

### Digital Photography Tips:

**Set camera to highest resolution:** cameras offer a choice of resolutions. You can elect to use 640 x 480-pixel (basic setting on most cameras) resolution when you want to take a lot of pictures for an application (such as a web page) that doesn't require a lot of sharpness. For printed media like the Duluth News Tribune and community papers, we need at least 1024 x 768-pixel. Setting the camera at its highest resolution will give you photos with the sharpest resolution. We can read most storage devices from your digital camera



# Column Size

Columns Width	1	2	3	4	5	6
Inches	1.542"	3.194"	4.847"	6.5"	8.153"	9.806"
Points	111	230	349	468	587	706
Picas	9p3	19p2	29p1	39p	48p11	58p9

## Double-Track Column Size:

inches	points
<b>19.722 wide</b>	<b>5911 (pixels)</b>
<b>20 high</b>	<b>5994 (pixels)</b>

*Note: Please contact your account executive for the ad sizes for any of our special publications.*

## Technical Questions?

*Please call us!*

**Greg Culver • Creative Services Manager 218-409-8577**

**Jon Godfrey • Online Advertising Designer 218-720-4147**

## To Place an Ad:

**General Information .....218-723-5281**

**Classified Ads .....218-723-5200**

**Retail (Display) Ads .....218-723-5225**

## Email address for electronic files:

**Please contact your account executive first for space reservation.**

## Online Advertising

1. Maximum accepted file size is 100KB. Any ads over this will not be allowed to run and will be returned to you to compress to a smaller size.

2. In order for us to be able to track clicks (CTR%), the button on the ad must contain a ClickTag.

3. Accepted file types: SWF file, web optimized image files (jpg, png, gif), rich media code

4. Ad Dimensions are as follows (all dimensions are in pixels):

- DOUBLE-WIDE SKYSCRAPER: 300x600
- SINGLE-WIDE SKYSCRAPER: 160x600
- MEDIUM RECTANGLE: 300x250
- LEADERBOARD: 728x90
- LARGE LEADERBOARD: 960x200
- TIFFANY: 200x50
- WEATHER SPONSORSHIP: 120x90
- SLIDING BILLBOARD: Top = 980x30  
Bottom = 980x300 (2 separate files).

5. Sliding Billboard, and reskin ad sizes require web-optimized image (jpg, png, non-animated gif) format. We will not be able to accept a SWF file for these ad types

6. By default, Sliding Billboards will contain a script when served online that will allow the ad to expand and close. Please place a notifier of this in a space that is 194x30 pixels on the right side of the '980x30' portion of the Sliding Billboard (example "Open/Close")

7. For Flash ads created in ActionScript 3.0, please publish SWF file for Flash Player 9 or 10, for Flash ads created using ActionScript 2.0, please publish for Flash Player 8.0 or lower.

8. Forum Communications uses Google Dart for Publisher to schedule and serve digital ads. If you have a DFA (Google Dart for Advertiser) account, we prefer that rich media ad tags are sent using Google InRed format.

9. For ads that incorporate sound (including video ads) all sound must be user-initiated.

