



Duluth News Tribune printing specifications

FILE FORMATS:

The Duluth News Tribune accepts the following formats & applications:

Preferred Files: PDF • EPS • TIFF • JPEG • Bitmap

Accepted Applications:

- QuarkXpress™8.5 • Adobe Photoshop™ CS6 and Illustrator CS6
- Adobe InDesign™ CS6 (*please remember to turn off transparency when creating pdfs.*)

FONTS:

All fonts need to be embedded in your document files.

Use only Postscript fonts or Open fonts (with printer and screen fonts).

Please avoid using True Type fonts when possible. If you have a question about fonts, please call.

SCANNING:

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

- Scan art at the size you need it to be in the ad. Scaling photos larger requires a higher pixel per inch ratio.
- Grayscale and color photos need to be scanned at the size they will be used with a minimum of 200 pixels per inch.
- Black and white line art (no screens or scales) should be scanned at 300-600 pixels per inch, depending on size.

NEWSPAPER PHOTO TONING TIPS

Starting in Photoshop, size and resample the image to 200 pixels per inch resolution before toning. Go to Image>Adjust>Levels.

1. Move the upper left slider until it touches the first bar on the histogram to force the darkest area of the image to black. Use the hidden Threshold feature (hold down the option key while you move the slider to expose the darkest area) to go as far as possible without damaging the image.
2. Move the upper right slider until it touches the first bar on the histogram to force the lightest area of the image to white. Use the hidden Threshold feature to go as far as possible without damaging the image.
3. Move the middle slider to the left until the image looks nice and bright.
4. In the Output levels: windows, replace 0 with 26 (90% black), and 256 with 247 (3%) to set shadow and highlight end points. Sharpen your image using the Filter>Sharpen>Unsharp Mask filter. Settings of A=200, R=2, T=0 is a good place to start.

In addition, you can make the midtones “pop” by going to Image>Adjust>Curves. Make sure the black gradient bar on the bottom of the window goes from white on the left to black on the right. Click at the 75% marker on the grid. Enter 75 into the INPUT window and 80 into the OUTPUT window. Click at the 25% marker on the grid. Enter 25 in the INPUT window and 20 in the OUTPUT window. This will sharpen the midtones of the photo while flattening the highlight and shadows somewhat, resulting in a sharper image.

DIGITAL PHOTOGRAPHY TIPS:

Set camera to the highest resolution. Most cameras offer a choice of resolutions. For print media, like the Duluth News Tribune, we need at least 1024 x 768 pixels. Setting the camera at its highest resolution will give you the best quality photos. When emailing photos do not compress them before sending. JPEGs or TIFFs are the best formats for emailing photos.

Whether you're a graphic designer or a business person striving to succeed, you want your advertising dollars spent in the most efficient manner possible. The Duluth News Tribune appreciates your business. We want to work with you to ensure that your ads bring you the best possible results and look the way you want them to appear. We've created this guide to address some common problems and to answer questions about submitting your information so that what you see in the paper and online will meet your expectations and keep you a satisfied customer.

Technical Question? Please Call Us!

Jon Godfrey, Web Producer218-720-4147
Greg Culver, Creative Services Manager218-409-8577

To Place An Ad:

General Information218-723-5281
Classified Ads218-723-5200
Retail (Display) Ads218-723-5225

GENERAL COLOR SETTINGS

Photo toning:

In Photoshop, under edit, scroll to color settings

- Change your “Working Spaces’ CMYK setting to:
US Newsprint (SNAP 2007)
- Change your “Working Spaces’ Gray setting to:
Dot Gain 30%
- Change your “Working Spaces’ Spot setting to:
Dot Gain 30%