



Your guide to GREAT ADVERTISING RESULTS

in the

Duluth News Tribune

SUNDAY EDITION

To Submit Electronic Files:

We have Ad Desk, software that allows you to submit your ads electronically. Our Ad Desk web address is <http://addesk.duluthsuperiorllc.com>. See inside for steps on using Ad Desk. Our adsend code is MNDUH.

File Formats:

The Duluth News Tribune uses a Macintosh based production system.

Preferred Files: PDF or EPS

Accepted Files:

- PDF
- Tiff
- Bitmap
- EPS
- JPEG

Accepted Applications:

- QuarkXPress™ 4-6.5
- Adobe Photoshop™ 6-CS3
- Adobe Illustrator™ 8-CS3
- Adobe InDesign™ CS2

Fonts:

All fonts need to be embedded in your document files. Use only postscript fonts (for printer and screen fonts). If you have questions about fonts, please call.

Color:

We only accept CMYK colors or grayscale. We do not accept PMS, RGB, Index or LAB colors.

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 can 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 170 pixels per inch.
- Black and white line art (no screens or scales) should be scanned at 300-600 pixels per inch, depending on size.

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 and wants 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 as a satisfied customer.

Reproducing quality 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 more contrast. Midtones in particular 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 a press run and a 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.

To Place an Ad:

General Information.....218-723-5281
Classified Ads.....218-723-5280
Retail (Display) Ads.....218-723-5225

Technical Questions? Please call us!

Greg Cutler, Pre-Press Manager.....218-720-4178
Mike Farmer, Production Manager.....218-279-5525
Peg Gramke, Graphic Designer.....218-720-4162
Ted Heinonen, Digital Imagery.....218-723-5385
Jon Godfrey, Online Ad Designer.....218-720-4147

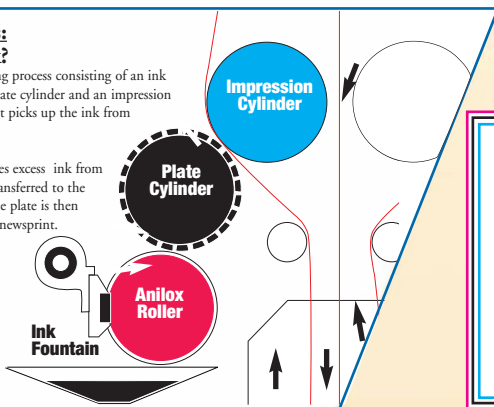


The Flexo Process:

How does it work?

Flexography is a direct printing process consisting of an ink chamber, an anilox roller, a plate cylinder and an impression cylinder. The anilox roller first picks up the ink from the ink fountain.

After the doctor blade removes excess ink from the anilox roller, the ink is transferred to the printing plate. The ink on the plate is then transferred directly onto the newsprint.



Sticky Note dimensions:

(shown actual size)

Cyan= Live Area

2 7/8" x 2 7/8" (7/8=.875")

Magenta= BLEED

3 1/8" x 3 1/8" (1/8=.125")

Black= DIE CUT

3" x 3" (1/8=.125")

Newspaper Photo Toning Tips:

Starting in Photoshop, size and resample the image to 170 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.

Online Display Advertising Ad Specifications:

www.duluthnewstribune.com

We currently accept two online display ad sizes: Leaderboard and Large Format ads. RGB preferred for Web.

Ads may be submitted (email to webadteam@duluthnews.com) in GIF, FLASH, or JPEG formats as long as they meet the following ad size requirements.

	GIF/JPEG	FLASH
Pixel Size		
Leaderboard	20K	30K
728x90		
Large Format	20K	30K
300x250		

If you have any questions regarding online display advertising specifications, please send an email to: webadteam@duluthnews.com

Jon Godfrey
Online Advertising Designer
720-4147



Custom die-cuts also available



Art Specifications for Sticky Notes

Application Specific Guidelines:

QuarkXPress™

1. Placed images can be in TIFF or EPS format. 300 dpi for color images and 200 dpi for black & white images.
2. Correct PMS colors must be established in colors palette for spot color run jobs.
3. Submit all attached or supporting graphics along with your file.
4. Submit all printer and screen Postscript Type 1 fonts.
5. There are a templates for use, please contact the Duluth News Tribune Art Department for assistance.

Adobe Illustrator™ - Macromedia® Freehand™

1. Placed images can be in TIFF or EPS format. 300 dpi for color images and 200 dpi for black & white images.
2. Correct PMS colors must be established in colors palette for spot color run jobs.
3. Submit all attached or supporting graphics along with your file.
4. Submit all printer and screen Postscript Type 1 fonts. You can also convert type to outlines, if desired. If the document is type intensive it is recommended to supply fonts to keep file size to a minimum.

Adobe InDesign™

1. Placed images can be in TIFF or EPS format. 300 dpi for color images and 200 dpi for black & white images.
2. Correct PMS colors must be established in colors palette for spot color run jobs.
3. Submit all attached or supporting graphics along with your file.
4. Submit all printer and screen Postscript Type 1 fonts. You can also convert type to outlines, if desired. If the document is type intensive it is recommended to supply fonts to keep file size to a minimum.

Adobe Photoshop™

1. Save files either Macintosh® TIFF with LZW compression or EPS.
2. All color bitmap images should be at least 300 dpi. Grayscale images should be at least 200 dpi.
3. Images should be converted from RGB to CMYK.
4. If your image is to be printed with a spot color it must be saved as a Photoshop DCS 2.0 to retain the spot color information.

Type and Line Width Requirements:

All positive type must be 4 point or larger. Reverse type must be 6 point or larger. All positive lines must be 1/2 point or larger and reverse lines will be 1 point or larger.

Screens:

Graduated screens cannot drop off to 0%. Please keep all minimum screen count at 3% or more. Screens over 95% may appear as solid colors due to dot gain on the press.

Trapping:

Express will be responsible for all trapping or spreading needed for art requiring registration.

STICKY NOTE SAMPLES:



ONLINE AD SAMPLES:





Duluth News Tribune
Stay Sharp.™

Budgeteer News

Lake County News-Chronicle

The Daily Telegram

PINE JOURNAL

Northland Smart Shopper

LIVING NORTH

We have solutions!

Now that the Duluth News Tribune is part of Forum Communications we can offer our customers an exciting variety of options when it comes to your commercial printing needs. Forum Communications printing allows us to go the extra mile for any and all of your high-end printing needs. From glossy newspaper inserts, brochures and flyers, to coupon books, directories, newsletters, catalogs, guides, manuals and more! We are your one stop provider.

Contact your Duluth News Tribune account representative for more information about this new competitively priced service. Please call for the art specifications.

Put the power of WE PRINTS PLUS to work for your business

A cost-effective program with great potential for return on investment.

Digitally printed full color inserts with remarkable resolution and clarity at a rate your business can afford.

Printed and delivered for as little as 5.2 cents each!

This cost-effective insert program allows us to offer you a lower rate than direct mail and deliver a more effective finished product to an audience with buying power.

Numerous sizes, paper weights and colors available.

Zoning is available ask your advertising account executive for details.

We offer creative services, layout and design at no additional charge to you.

From concept to delivery this program has a very short turn around time allowing you to capitalize on changing market conditions.

8.5" x 11" Two Sided Glossy

Copy Change Charges:

\$50.00 to \$400.00 depending on extent of change. Prices include creative, printing and distribution. Other sizes, weights and options available. All prices are based on per thousand cost.

* Duluth NewsTribune minimum inserts:
10,000 Daily
25,000 Sundays
Mar2007

WE PRINT SAMPLES:

ANYTIME INSTALLS AVAILABLE! SAME DAY SERVICE

Connect today to watch all upcoming NFL Games that will NOT be broadcast on cable.



AD DESK:

A website just for our advertisers!

We've made it easier to advertise with us!

The Duluth News Tribune is committed to making your advertising experience effective and enjoyable. AdDesk is designed to provide you with easy access to essential information and services that you need when advertising with us. We're still a phone call away, so if you have questions, call your account representative today!

Go to our website:

<http://addesk.duluthsuperiorllc.com>

Read the easy-to-follow instructions to get started.

Send your ads FREE of charge.

AdDesk is an easy and free way to deliver advertising materials to us. All you need is an Internet connection and web browser. No special software is required.

Delivery Confirmed!

When you submit your ad materials through AdDesk you will receive a confirmation that your ad has been received. We'll inspect your ad promptly to ensure it is ready to run in the paper.



Column Sizes and Color Specifications

ROP Column Sizes

Retail Column Sizes

Column	Decimal Inches	Picas	Points
1	1.639	9p10	118.0
2	3.389	20p4	244.0
3	5.139	30p10	370.0
4	6.889	41p4	496.0
5	8.639	51p10	622.0
6	10.389	62p4	748.0

Classified Column Sizes

1	1.075	6p5	77.4
2	2.239	13p5	161.2
3	3.403	20p5	245.1
4	4.568	27p5	328.9
5	5.732	34p5	412.7
6	6.896	41p5	496.5
7	8.060	48p4	580.4
8	9.225	55p4	664.2
9	10.389	62p4	748.0

Double-Truck Column Sizes

1	20.889	125p4	1504.0
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Magazine Ad Sizes:

For ad sizes and specifications please contact your account representative. All ad art/photos must be at least 300 dpi.

The WAVE: Full page ad size is 5 column (9.542") by 11 inches.

Duluth News Tribune SPOT COLORS:

We have 4 spot colors that run on our press.



This RED 40 spot color is premixed by our pressroom at the Duluth News Tribune. For any clarification on spot colors contact Greg Culver, Pre-Press Manager, 218-720-4178.

These premixed ink colors from Newspaper Association of America (NAA) Vol. 9 are created by mixing the three primary printing colors of Cyan (C), Magenta (M), Yellow (Y) and Black (K) on the press. These ink colors are available in full color positions. Consult your advertising account executive for your color requirements.

The four-digit code located on the color represents the process color formula to produce each color selection. The first digit is the percentage of process Cyan; the second digit is process Magenta; the third is process Yellow; and last is the percentage of Black ink.

A color which is composed of a 60% of process Cyan and 80% process Yellow would be assigned the number 6080. A color produced by printing an 100% dot of process Cyan, 30% dot of Magenta, and 30% dot of Black, would be assigned the number A303. The letter A represents 100%.

Pick colors by matching this CMYK chart...

A000 100% CYAN	0A00 100% MAGENTA	00A0 100% YELLOW	0170 10% MAGENTA 70% YELLOW	01A0 10% MAGENTA 100% YELLOW	02A0 20% MAGENTA 100% YELLOW
03A0 30% MAGENTA 100% YELLOW	04A0 40% MAGENTA 100% YELLOW	06A0 60% MAGENTA 100% YELLOW	05A1 50% MAGENTA 100% YELLOW 10% BLACK	0774 70% MAGENTA 70% YELLOW 40% BLACK	0770 70% MAGENTA 70% YELLOW
0A10 100% MAGENTA 10% YELLOW	0440 40% MAGENTA 40% YELLOW	0610 60% MAGENTA 10% YELLOW	0640 60% MAGENTA 40% YELLOW	0A50 100% MAGENTA 50% YELLOW	0AA0 100% MAGENTA 100% YELLOW
0A00 100% MAGENTA	1A00 10% CYAN 100% MAGENTA	2500 20% CYAN 50% MAGENTA	3800 30% CYAN 80% MAGENTA	5A00 50% CYAN 100% MAGENTA	6800 60% CYAN 80% MAGENTA
AA00 100% CYAN 100% MAGENTA	8600 80% CYAN 60% MAGENTA	5400 50% CYAN 40% MAGENTA	A303 100% CYAN 30% MAGENTA 30% BLACK	A400 100% CYAN 40% MAGENTA	7300 70% CYAN 30% MAGENTA
5010 50% CYAN 10% YELLOW	6100 60% C YAN 10% MAGENTA	A100 100% CYAN 10% MAGENTA	A000 100% CYAN	A010 100% CYAN 10% YELLOW	8020 80% CYAN 20% YELLOW
A040 100% CYAN 40% YELLOW	8050 80% CYAN 50% YELLOW	6030 60% CYAN 30% YELLOW	A0A3 100% CYAN 100% YELLOW 30% BLACK	A0A0 100% CYAN 100% YELLOW	8080 80% CYAN 80% YELLOW
6080 60% CYAN 80% YELLOW	4080 40% CYAN 80% YELLOW	3050 30% CYAN 50% YELLOW	2080 20% CYAN 80% YELLOW	0A40 100% MAGENTA 40% YELLOW	
100% BLACK 100% BLACK	0007 70% BLACK	0006 60% BLACK	0005 50% BLACK	0004 40% BLACK	0003 30% BLACK
0002 20% BLACK	0001 10% BLACK				