

Electronic Specifications

Software and Formats:

The Duluth News Tribune uses a Mac based production system.

ACCEPTED APPLICATIONS ARE:

- Quark 6.5
- Illustrator CS3
- Photoshop CS3

ACCEPTED FILES:

- PDF (Preferred)
- Jpeg
- Bitmap
- Eps
- Tiff

Font Guidelines:

Use only postscript fonts (for printer and screen fonts). We do *not accept* truetype fonts. If you have questions about what type you have, please call.

Color Guidelines:

We only accept CMYK, grayscale or bitmap colors. We do *not accept* PMS, RGB, index or LAB colors.

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 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.
- 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: Most medium-priced 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 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 (smart cards, memory sticks, etc) either send them to us for downloading, burn to a CD or e-mail the image to us as a jpeg.

Column Size

ROP column dimensions:

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

Technical Questions?

Please call us!

Greg Culver, Pre-Press Manager218-720-4178

Mike Farmer, Production Manager218-279-5525

Peg Gramke, Graphic Designer218-720-4162

Ted Heinonen, Digital Imagery218-723-5385

Jon Godfrey, Online Advertising Designer218-720-4147

To Place an Ad:

General Information218-723-5281

Classified Ads218-723-5200

Retail (Display) Ads218-723-5225

Email address for electronic files:

Please contact your account executive first for space reservation. Use the e-mail address supplied by your account executive, or use our website at <http://addesk.duluthsuperiorllc.com>.

Duluth News Tribune

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