



The  
Wichita  
Eagle

**ELECTRONIC AD  
PREPARATION**

**BEST PRACTICES MANUAL  
FOR ADVERTISING CLIENTS**

*(Revised) December, 2003*

## **ELECTRONIC AD PREPARATION – BEST PRACTICES**

### **INTRODUCTION**

With the proliferation of personal computers and desktop publishing tools, many advertising clients have chosen to take creative and editorial control over their print advertising. This document is intended to help your creative and production staffs successfully prepare print advertising for *The Wichita Eagle* to help insure trouble-free processing and achieve your desired reproduction quality.

The following information has been taken from our own internal Standards and Practices manual for ad production that was developed through extensive testing and research by our own designers and ad builders. By following these guidelines, we can optimize ad flow through our production system with minimum trouble. We want to share this information with you. If you would like assistance setting-up your software along these lines, our Technology Department staff is available for consultation at no charge to you.

Using the right tools, settings and procedures can greatly increase your success!

### **WELCOME TO THE WORLD OF POSTSCRIPT**

*The Wichita Eagle*, like most newspapers, has a typesetting/production system that is based around Adobe PostScript. We ultimately must assure that all material comprising pages of our newspaper conform to proper PostScript standards.

The rules for producing electronic ads for printing press reproduction is more strict than preparing ads for viewing on the Web or printing to the DeskJet printer attached to your computer. Desktop publishing software often comes with pre-set preferences, fonts and job settings optimized for Web publishing which are not suitable for newspaper printing.

Some of the information contained in this document addresses the differences and shows the recommend settings.

### **PORTABLE DOCUMENT FORMAT**

"Camera-ready" ads -- or as we now call them "Production-ready" ads -- should be delivered to *The Wichita Eagle* in Adobe PDF format. A properly prepared PDF file helps ensure that your advertising is reproduced accurately and efficiently. Properly-prepared PDF files are platform-independent, will produce the desired results and are perfect for digital transmission.

### **CREATING THE ELECTRONIC FILE**

PDF is a final-page format. This means, in principle, that the document should be complete. Here is a checklist to use in verifying your document:

- Set the document size to the correct mechanical specification for that ad.
- Only use PostScript Type 1 fonts. Do not use TrueType fonts!
- Avoid electronic font modifications (bold, italic, shadowed, contoured, etc.)
- Scan images in correct resolutions (take scaling into account).
- Crop images in an image editor to obtain the desired results.
- Avoid the use of "hairline" rules. Half-point rule thickness is the minimum.
- Do not build frames using four lines; draw them using a frame tool.

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- Tint area/halftone parameters: 4% min. highlight to 88% max. shadow.
- Delete unnecessary elements, including blank pages.
- Color art in ads must be CMYK.
- For color ads, always send a composite PDF file.

There are various methods of generating PDF files, but not all of them are suitable for producing high-end PDF files for output on a high-resolution imagesetter. The most reliable method of converting PostScript files is using the Adobe Acrobat® Distiller which permits optimum setting of the size and quality of the PDF file.

PDFWriter is a printer driver for Macintosh and Windows that converts graphic instructions of the operating system (i.e. QuickDraw or GDI) into PDF. However, since the operating systems do not support PostScript and, therefore, cannot capture PostScript commands embedded in Encapsulated PostScript Files (EPS), we do not recommend using PDFWriter or other application plug-ins to create PDF files.

Here are the steps to preparing a good PDF file:

- 1) Configure a PostScript printer driver with the “Acrobat Distiller” PPD file. The Acrobat Distiller PPD must be used because it is device-independent and allows optimum control of the Distiller. This PPD usually comes bundled with AdobePS 8.6 or can be downloaded from the Adobe web server.
- 2) Print your document as a PostScript “FILE” with all fonts embedded.
- 3) Convert the PostScript file into a PDF file using Adobe Acrobat® Distiller. (Refer to the Distiller Job Options settings on pgs. 6-7.)
- 4) Double-check your PDF file by opening it in Acrobat Reader.

If you do not have Adobe Acrobat Distiller and cannot provide PDF files, you may submit Encapsulated PostScript (EPS) files. You must make certain the settings are correct for font embedding, resolution, etc.

Just because a document name ends in .pdf does not mean it's ready for production!

If *The Wichita Eagle* is to make post-delivery modifications or changes to your ad, you may submit native application files provided they are prepared in one of the five mainstream applications mentioned in “SOURCE APPLICATIONS” below. In this case, you must provide all artwork and font files used in the document.

Using the right tools, settings and resources can greatly increase your success!

### **SOURCE APPLICATIONS**

It is highly recommended that display advertising be prepared using one of these mainstream commercial applications:

- MultiAd Creator (ver 4 or higher)
- QuarkXPress (ver 4)
- Macromedia Freehand (ver 8 or higher)
- Adobe Illustrator (ver 7 or higher)
- Adobe PageMaker (ver 6.5 or higher)

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These applications are capable of producing “well-behaved” PostScript output and subsequent PDF files with a minimum of errors. Be aware that earlier versions of these programs often produce problematic output.

Other desktop publishing software commonly included with PC’s are not well suited for commercial ad production. We do not accept native ad documents created with these applications:

- CorelDraw!
- Microsoft Publisher
- Microsoft Word

It is important to remember that just because a document looks good on your computer screen does not guarantee it will output and print properly in the newspaper. Using the right tools and procedures will help assure success.

### **TYPOGRAPHY**

Use PostScript fonts only! Do not use TrueType fonts that typically are installed with your operating system and other applications. These are for desktop applications and desktop printing only. TrueType fonts usually are not embedded in PostScript or PDF output and will not print in a PostScript environment.

We recommend using type sizes 8-point and larger. Use real point sizes rather than scaling text. Serif and non-bold type smaller than 9-point may disappear into reverse areas and not reproduce well. Multi-color type or text reversed out of a four-color image area should be 12-point or larger. Choose bold and italic faces within font families instead of using the toolbar buttons for bold and italic. Modifying screen fonts by using style menus or keyboard commands will alter the screen view but may not translate properly in the printer fonts to reflect the alterations.

### **ARTWORK**

EPS and TIFF files are the only acceptable artwork formats for display advertising. EPS files should be saved with Binary encoding (not JPEG). TIFF files should be saved in Macintosh byte order (not PC); do not use LZW Compression.

Lineart copy should be scanned at 600 dpi resolution and as near to actual size as possible.

Halftones should be scanned at no higher than 200 dpi resolution and use a line screen of 85 lpi. *A higher resolution does not help quality!* The only effect is a larger (memory-wise) graphic that slows down processing.

Scan images and crop them to final size. All images should be scanned at close to final reproduction size to avoid scaling problems that can compromise quality. Restrict scaling to no more than  $\pm 25\%$ . Use the following screen angles: Black=45, Cyan=75, Magenta=105, Yellow=90.

Use only CMYK for all color. Do not use RGB color – they will not separate and will not print. Pantones and spot colors must be converted to CMYK process colors. Apply registration marks and color plate designation on all color ads. Color artwork should be scanned at no higher than 200 dpi resolution and a line screen of 85 lpi.

*Total ink density must not exceed 200% coverage.*

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**NOTE:** Be aware that clipart from CD-ROMs or other external sources may contain files that do not adhere to these specifications. It is safest to review and verify artwork in its native application, such as Adobe Illustrator or PhotoShop, before use in an ad.

If an ad is to run black-and-white, do not send a color ad. Convert all of the colors to grayscale before sending.

### **DOCUMENT SETUP**

Create the document size as the exact ad size to run in the newspaper. Refer to the Mechanical Specifications (appendix) for the correct *Wichita Eagle* column width measurements. Keep all text and graphics boxes within the ad boundary whenever possible to prevent possible PostScript errors during processing. Delete all extraneous elements from the pasteboard area.

### **ELECTRONIC DELIVERY OF ADS**

The preferred method of electronic ad delivery to *The Wichita Eagle* is through our FTP server. It is the fastest and most secure method of delivery. Your sales representative can arrange to have your personal login/password created at no charge. Alternate electronic delivery services such as **AP AdSend** can be used, and you can e-mail electronic ads to us at **eagleads@wichitaeagle.com**. Be aware that e-mail is the slowest form of electronic delivery and if the attached files are large – more than 2MB – they can cause delivery problems.

### **PHYSICAL DELIVERY OF ADS**

We can accept electronic ads on Iomega 100Mb Zip disks or on CD-ROM disks. Floppy disks can be used if the ad is very small.

### **NOTICE OF RESPONSIBILITY**

Failure to meet the criteria contained in this document may result in the ad missing print deadlines or containing output errors. Any ads that are submitted as PDF files will be printed as-is and the advertiser will assume full responsibility for the outcome. The content of raw native files is the property of the sender and will not be altered or edited after receipt without the express authorization and instruction from the sender, unless technical problems occur during the pagination process. Any changes requested by the advertiser to any electronic file must be made by the advertiser in accordance with *The Wichita Eagle's* space and copy deadlines. If you have any questions regarding electronic file compatibility, please call your sales representative.

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# AdobePS Printer Settings for PostScript Output

Printer: Virtual Printer Destination: File 8.6 (219)

General

Copies: 1  Collate  Reverse Order

Pages:  All  
 From: To:

Paper Source:  All pages from: OnlyOne  
 First page from: OnlyOne  
Remaining from: OnlyOne

Save Settings Adobe Cancel Save

Printer: Virtual Printer Destination: File 8.6 (219)

Background Printing

Print in:  Foreground (no spool file)  
 Background

Print time:  Urgent  
 Normal  
 Print at: 3:21 PM 6/21/01  
 Put Document on Hold

Save Settings Adobe Cancel Save

Printer: Virtual Printer Destination: File 8.6 (219)

Cover Page

Print Cover Page:  None  
 Before Document  
 After Document

Cover Page Paper Source: OnlyOne

Save Settings Adobe Cancel Save

Printer: Virtual Printer Destination: File 8.6 (219)

Color Matching

Print Color: Color/Grayscale

Printer Profile: 150-Line (Pantone)

Save Settings Adobe Cancel Save

Printer: Virtual Printer Destination: File 8.6 (219)

Layout

Pages per sheet: 1

Layout direction: 1:2 2:1

Border: none

Print on Both Sides

Save Settings Adobe Cancel Save

Printer: Virtual Printer Destination: File 8.6 (219)

Error Handling

If there is a PostScript™ error:

No special reporting  
 Summarize on screen  
 Print detailed report

Save Settings Adobe Cancel Save

Printer: Virtual Printer Destination: File 8.6 (219)

PostScript Settings

Format: PostScript Job

PostScript Level:  Level 1, 2 and 3 Compatible  
 Level 2 Only  
 Level 3 Only

Data Format:  ASCII  
 Binary

Font Inclusion: All

Save Settings Adobe Cancel Save

Printer: Virtual Printer Destination: File 8.6 (219)

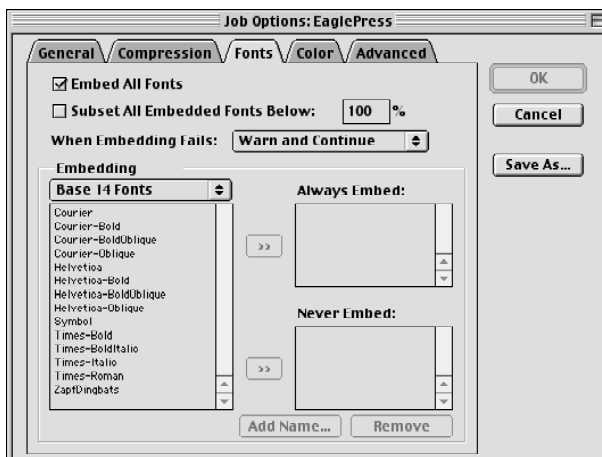
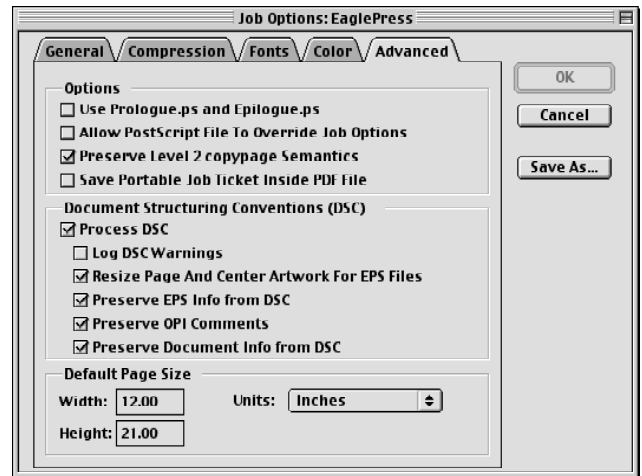
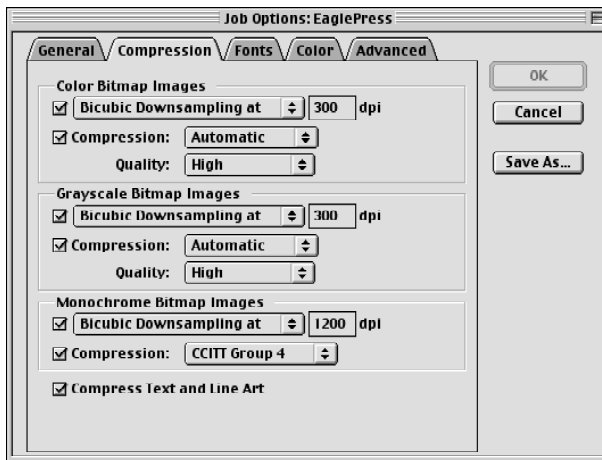
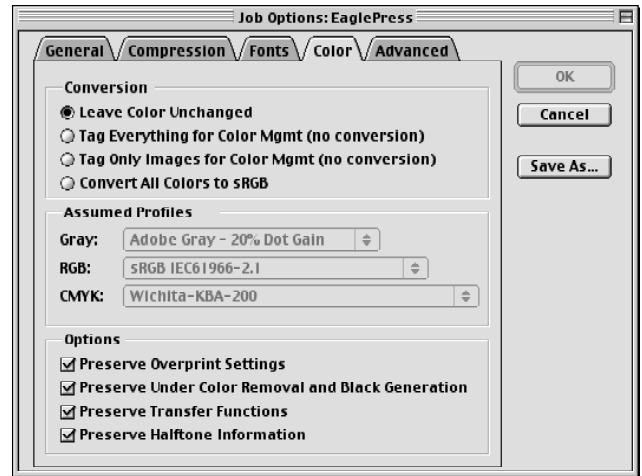
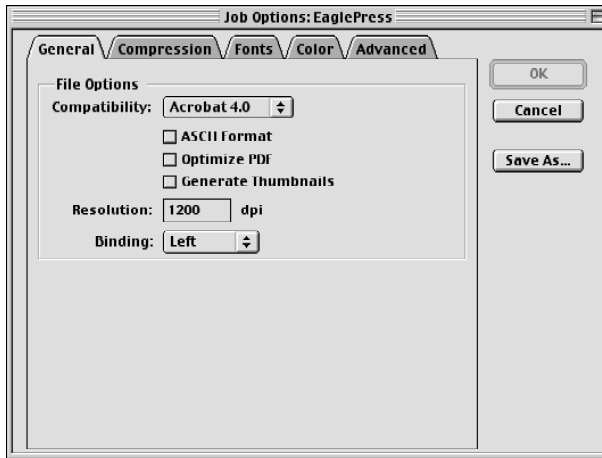
Printer Specific Options

Resolution: 1200dpi

Save Settings Adobe Cancel Save

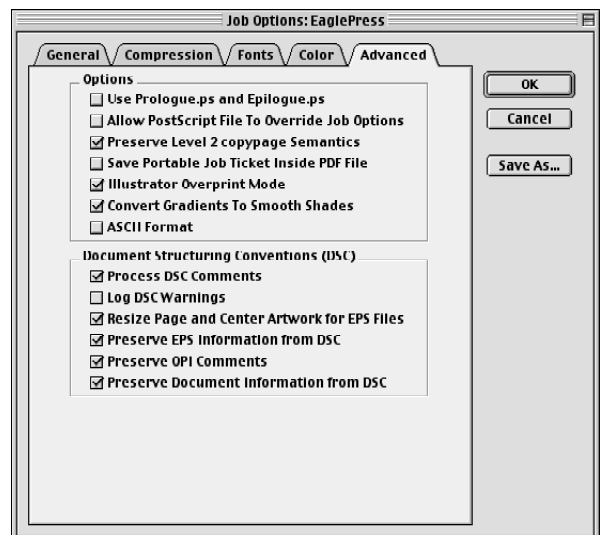
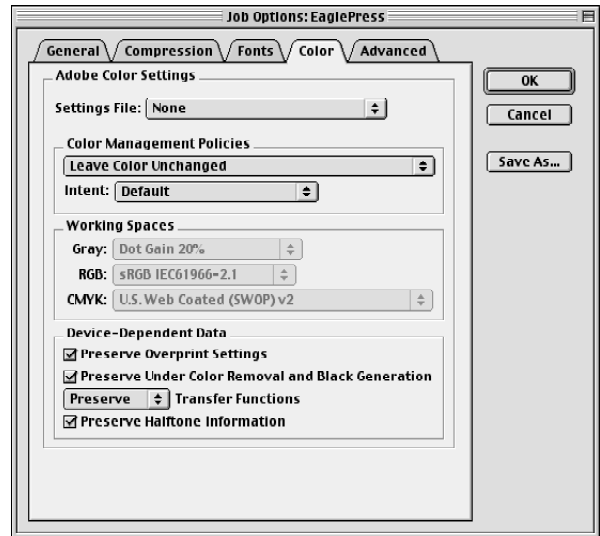
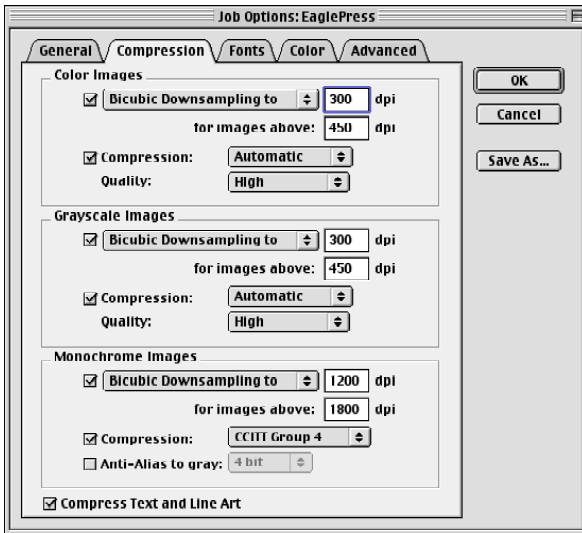
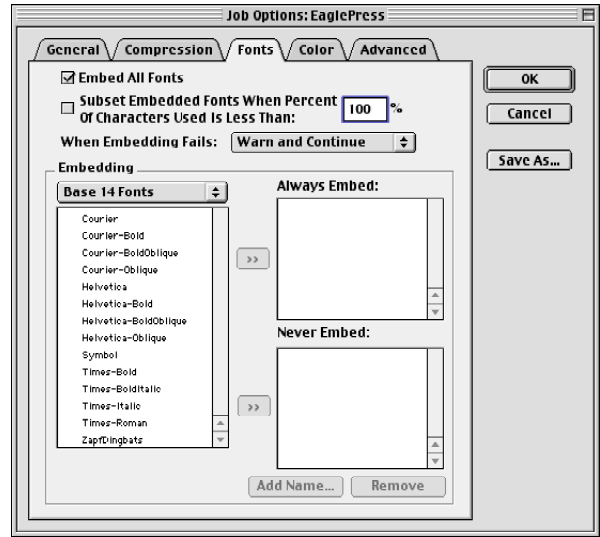
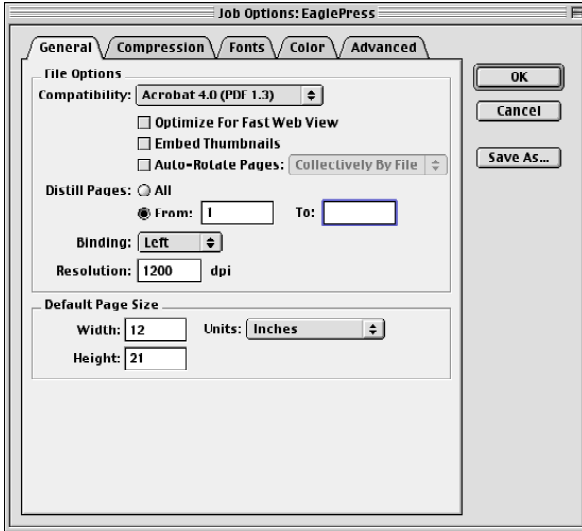
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# Adobe Acrobat 4 Distiller Settings



**ELECTRONIC AD PREPARATION – BEST PRACTICES**

# Adobe Acrobat 5 Distiller Settings



**ELECTRONIC AD PREPARATION – BEST PRACTICES**

Appendix

*Wichita Eagle Mechanical Specifications*

Effective May 1, 2001

**RETAIL  
COLUMN  
WIDTHS**

	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>	<b>5X</b>	<b>6X</b>	<b>Double Truck</b>	<b>Tab Page</b>
Picas/Points	11p2	23p4	35p6	47p8	59p10	72p	147p0	59p10
Inches	1.861	3.889	5.917	7.944	9.972	12.000	24.500	9.972
		*	*					

**CLASSIFIED  
COLUMN  
WIDTHS**

	<b>1X</b>	<b>2X</b>	<b>3X</b>	<b>4X</b>	<b>5X</b>	<b>6X</b>	<b>7X</b>	<b>8X</b>	<b>9X</b>	<b>10X</b>
Picas/Points	6p9	14p0	21p3	28p6	35p9	43p0	50p3	57p6	64p9	72p0
Inches	1.125	2.333	3.542	4.750	5.958	7.167	8.375	9.583	10.792	12.000
			*			*			*	

**ALL ADS MUST BE BUILT AND STORED IN THE SYSTEM FOLLOWING THESE SPECIFICATIONS.**

\* = Changed 5/15/2001

**Full-Page depth in The Wichita Eagle is 21 inches.**

**Tabloid Page depth in The Wichita Eagle is 12 inches.**