

AD SUBMISSION GUIDELINES 2010

ABOUT SNAP

The Specifications for Newsprint Advertising Production (SNAP) are designed to improve reproduction quality in newsprint production. SNAP is intended for advertisers, advertising agencies, publishers, pre-press managers, material suppliers and commercial and newsprint printers. The specifications pertain to proofing and printing for all newsprint production on webs of paper of newspapers and pre-printed advertising inserts.

SUBMITTING A PDF

Fred Parent uses a PDF workflow and requests that advertisers submit their ad mechanicals in PDF format.

- If possible, **generate the PDF from your layout program**, not an image-editing program. Type and vector graphics will be preserved in a PDF generated from a layout program; they will be rasterized in an image editing program, resulting in possible loss of quality.

- Convert text to outline graphics (no fonts) if possible. **If including fonts in the PDF, be sure they are embedded in the file.**

- All color is to be in CMYK. Total color limit is not to exceed 240%. **All black is to be 100% black, not CMYK (rich) black.**

- **When generating a PDF, use PDFX-1 or Press Ready settings.**

GENERAL LAYOUT GUIDELINES

- Keep text and graphics boxes completely within the advertisement or page dimension boundaries to prevent possible errors during file processing.

- Avoid combining colors of similar contrast when color text in an advertisement or page will be converted to black and white (grayscale). For example, red text on a black background will become illegible.

GRAPHICS

- Place graphics on the page using the tools of the layout program. Avoid shared document features. Do not use

“publish and subscribe” features for graphics and **do not use the “cut/copy and paste” features on any platform.**

- Avoid intricate layered blends; they may make the page files too complex for a RIP and the file may not print as expected. To minimize output problems, flatten or composite all layers before saving the final file.

- Remember that an EPS file nested within another EPS file causes layering complexity. These nested files may cause the RIP to improperly output the file or fail altogether.

- Minimize the number of points used when creating clipping paths. Large numbers of points can make page files too complex for the RIP and the file may not print as expected.

- Use the CMYK format for color graphics and images and a **maximum total ink limit of 240%.**

FINE RULES AND SMALL TYPE

Rules that are 4 points or less, as well as small type should be reproduced as one color only. Small type is defined as:

- Sans-serif type 7 point or smaller
- Serif type 12 points or smaller
- Fine-serif type, such as Bodoni, 14 points or smaller
- Sans-serif type is the best choice for coldset reproduction.

REVERSED RULES AND TYPE

- Type smaller than 12 pt. should not be reversed on a four-color background and type smaller than 10 pt. should not be reversed on a single-color background.

- Serif type and fine-serif type should not be reversed at sizes smaller than 12 points, and even in cases of larger type, testing should be done to verify whether the process can reproduce the serifs.

- **Type should not be reversed on a yellow or other light colored background.**

- For readability, reverse type should not be positioned within screened areas containing less than a 70% screen of any one, two, three or four colors.

SCREENED TEXT

When reproducing text as a screen percentage of a solid color, avoid type styles with serifs or with a fine to medium weight. Generally, text screened at 80% or more will reproduce as a solid.

RICH BLACK

Ensure all text and/or black elements are created as 100% Black only. When black is generated with a combination of Cyan, Magenta, Yellow and Black this creates extreme registration difficulties on press and potentially undesirable reproduction.

SUBMISSION GUIDELINES

File types for ads accepted:
PDF, EPS, TIF, JPG

(Fonts must be embedded in PDFs, convert fonts in EPS files to outlines)

File types for pictures accepted:
JPG, TIF
Resolution 300 dpi min.
Line art 300 dpi min.

- **No MS Word files accepted** except to submit copy for an ad to be generated by Fred Parent.
- **No GIFs or Web-resolution** (72-96 dpi) files accepted
- **No MS Publisher files accepted.**

NO EXCEPTIONS WILL BE MADE

FREDERICKSBURG PARENT RESERVES THE RIGHT TO REFUSE SUBMITTED ARTWORK FOR ANY REASON, INCLUDING QUALITY, INCORRECT FORMAT, OR CONTENT.

IF SUBMITTED ARTWORK IS NOT RECEIVED BY THE STATED DEADLINE IN THE CORRECT FORMAT, FP RESERVES THE RIGHT TO RUN A HOUSE AD AT THE ADVERTISERS EXPENSE.