

South Bend Tribune

Ad Services Specifications

PHOTOS ■ ■ ■

LINE SCREEN - COLOR Input Resolution: 180 dpi
Output Resolution: 90 lpi
Use **CMYK** 4 Color Process

GRAYSCALE: Input Resolution: 180 dpi
Output Resolution: 90 lpi

BW BITMAPMED LINE ART: 600 dpi

LEVELS - Shadow....**95%** (darkest spot in photo)
Hi-Lite.....**5%** (lightest spot in photo)
Midtone...**35%**
Dot Gain...**30%** (found under color settings)

MECHANICAL REQUIREMENTS -

1 Column = 1.833"	4 Columns = 7.708"
2 Columns = 3.792"	5 Columns = 9.667"
3 Columns = 5.75"	6 Columns = 11.625"

GENERAL SPECS ■ ■ ■

COLOR - CMYK 4 Color Process - **NO RGB**
(We DO NOT use Spot or Pantone® inks)

FONTS - TYPE 1 FONTS ONLY
(All printer & screen Fonts used should be submitted or **embedded**)

ART - SAVE ART AS A TIF OR EPS FILE

MEDIUMS FOR ELECTRONIC TRANSFER -
DISKS...ZIP 100 Cartridges • 3.25" Floppy • CD
or E-Mail to: prepress@sbtinfo.com

E-MAIL - Convert your File to a PDF
Use Stuff-It or Zip to compress your Files

PREFERRED FILE TYPE ■ ■ ■

Numbered by preference...

1. ADOBE ACROBAT PDF FILES -

Acrobat 5.0

Embed all fonts

Use high quality/low compression settings.

Artwork & Fonts do not need to be included
(since they are already embedded in the file)

3. ILLUSTRATOR FILES -

Save the ad as an EPS file

All original files should be sent on disk:

Fonts - Printer & Screen

Artwork - Photos, Logos etc...

Application File

2. QUARK OR MULTI AD FILES -

Quark version 3.32 or 4.11

Creator version 6.5

All original files should be sent on disk:

Fonts - Printer & Screen

Artwork - Photos, Logos etc...

Application File

4. OTHER APPLICATIONS -

Export ad as an EPS file

All original files should be sent on disk:

Fonts - Printer & Screen

Artwork - Photos, Logos etc...

Application File

FILES TO AVOID ■ ■ ■ Microsoft Publisher, Microsoft Word, any .GIF images

PLEASE PROVIDE A COPY OF YOUR AD

★ Please Contact Your Sales Representative Before E-Mailing Files To Ad Services ★

E-Mail: ads@sbtinfo.com

**Any questions regarding these specifications, please call your sales representative or the
Ad Services Department at: 574.235.6384**

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