

Electronic Ad Guidelines

Before submitting ads electronically, please make sure your design applications are compatible with those in use at Metro.

PDF File format

Metro Newspapers will provide an Adobe Acrobat "Job Options" file which will conform to Print requirements.

Platform

Metro Newspapers accepts electronic ads prepared for the Macintosh platform. (The exception to this would be final PDF files provided the fonts are embedded)

Programs

We currently accept documents prepared in:

QuarkXpress
Adobe Acrobat
Adobe Illustrator
Adobe Photoshop

We do not accept documents created in Microsoft Powerpoint or Microsoft Word.

Medium

We can accept ads via:

email
CD-ROMs
DVDs
FTP (through yousendit.com)

Typefaces

It is the advertiser's responsibility to supply a properly licensed copy of any fonts to be used in the ad (screen and printer fonts). Metro reserves the right to substitute similar fonts in the event a font is not supplied or not usable. Postscript fonts only. All EPS files should have all fonts outlined.

All PDF files MUST have all fonts embedded.

Resolution

Most grayscale scans should be done at 180 dpi at 100%. Raising the input resolution increases the file size exponentially. Use the lowest resolution that you can without losing image quality. Bitmapped art should be 800 resolution at actual size.

Graphics Files

All color images should be in CMYK Mode. Be sure to include copies of all EPS, TIFF and PDF files that are placed in your ad on your disk.

Screens

When applying screen fills to ads, do not use anything less than 15% and not more than 85%. Lower percentages may be lost when printed and higher percentages will print black. Our newspapers are printed on a web press using an 85 line screen.

Virus Protection

All files are scanned for viruses. Any files found to be infected will be rejected.

Proofs

Please supply a hard copy of your ad for image verification and for backup use in case of electronic file failure. For e-mailed ads, proofs can be faxed to 408.279.5813.

Metro newspapers cannot be responsible for content without the benefit of a hard copy.

Deadlines

Because digital files frequently require troubleshooting, all electronic ads, whether on disk or e-mailed, are due on the deadline for production:

Friday 6pm

Checklist for digital ads

- The deadline is Friday.
- Macintosh platform only.
- Compatible programs: Quark Xpress, Adobe PhotoShop, Illustrator, or Acrobat.
- Compress files as a self-extracting archive.
- Must send all fonts and placed art (unless using Acrobat).
- All fonts in Adobe Acrobat have been imbedded. All fonts in Adobe Illustrator have been outlined. All images are in the correct format, resolution and color mode.
- If submitting ad on disk, please refer to the accepted typed of programs and Include a hard copy of the ad for proofing. If e-mailing the ad, send the file to ads@metronews.com with a cc: to your Acct Exec. Please fax a hard copy of the ad to 408.279.5813 for proofing purposes.

E-mailing ads

Send files to ads@metronews.com
cc: your Account Executive. Please fax a hard copy of the ad to 408.279.5813 for proofing purposes. Include contact name, phone number and the name of the client placing the ad in the body of the message. **In the subject line of the email, include account name, issue number, ad size and which newspaper the ad is running in.**

FTP delivery (over 20MB)

Files may be transferred via our yousendit.com. A free service, with a quick registration process that will send an email to ads@metronews.com and alert us a file is on their servers awaiting download.

If you have further questions, please call your Account Executive.

