



# Advertisement Production Guidelines

The following are basic requirements for materials when placing advertisements through the Newspaper National Network.

## Printing Processes

Three types of printing processes are used for newspaper printing: offset, flexography and letterpress.

## Material Requirements

The Newspaper National Network accepts one set of materials for each format size: SAU Broadsheet, Narrow Width Broadsheet and Tabloid. It is recommended that materials be supplied as digital files. This will allow for the most flexibility in adapting to all printing processes and sizes.

Ads that are supplied digitally and are distributed to newspapers that accept electronic files will be delivered at no additional charge. Please note that some papers are requiring that ads must be supplied digitally. When required to produce film or a velox there will be a charge for producing the film.

While electronic delivery will be done at no charge, there will be charges for delivery of film and color proofs if requested.

If an advertiser elects to traffic ads directly to the newspapers, one set of materials still must be delivered to the Newspaper National Network. This will allow us to address any problems a newspaper may encounter.

## Material Specifications

### Screen Ruling

Offset and Flexography: 100 lines per inch  
Letterpress: 65 lines per inch

### Film

- Offset:  
Right-reading emulsion down (RRED)
- Flexography:  
Wrong-reading emulsion down (WRED)
- Letterpress:  
Wrong-reading emulsion down (WRED)

### Fonts

Minimum font size reproduced in 1-color

- San-serif: 6 point
- Serif: 8 point

### Minimum Font Size Reproduced in 4-Color

- San-serif: 10 point
- Serif: 12 point
- Fine serif: 14 point

### Minimum Font Size That Is Reversed

- Out of 4-Color: 12 point
- Out of 1-Color: 10 point
- Type should be reversed out of a background containing at least at 70% screen.

## Digital Files

### Media Accepted

CD

### Electronic Delivery

E-mail (for small files such as PDF files).  
Send to: [graphics@nnnlp.com](mailto:graphics@nnnlp.com). Will download ads posted to an FTP site.

## (Digital Files Continued)

### File Types

- PDF (Portable Document Format) is preferred
- EPS (Encapsulated Postscript) files are accepted
- Native Files (QuarkXpress, Adobe Photoshop, Adobe Illustrator) are accepted

### Type Fonts

Do not use TrueType fonts. For Native application files include all fonts on disk. For PDF and EPS files check that ALL fonts are embedded.

### Color

Check that all images and colors used are in CMYK form.

### Color Density

Maximum density should be set at 240%.

### Photos/Graphics

High-resolution images must be included with all native format files.

### Proofs

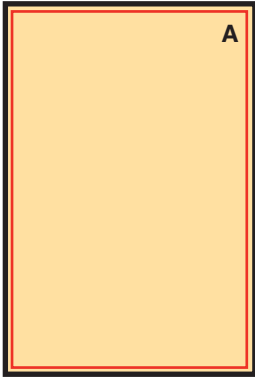
Include a proof with all digital files.

### Preflight Checklist

Supply a preflight checklist that includes file names, all linked files, fonts and software with version numbers with all special plug-ins and extensions used.

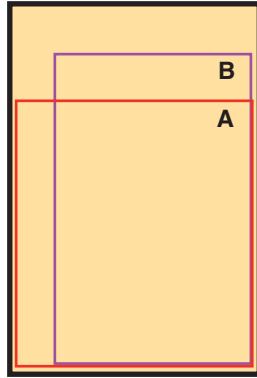
For more-detailed guidelines please refer to SNAP (Specifications for Newsprint Advertising Production).

# Broadsheet Ad Sizes



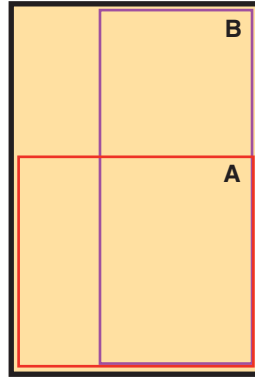
### Full Page

**A** 6 column x 21" \*



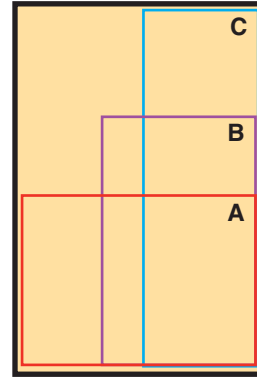
### 3/4 Page

**A** 6 column x 15-3/4"  
**B** 5 column x 18" \*



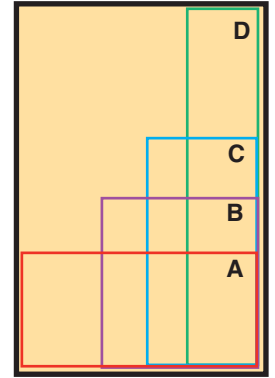
### 2/3 Page

**A** 6 column x 14"  
**B** 4 column x 21" \*



### 1/2 Page

**A** 6 column x 10-1/2"  
**B** 4 column x 15-3/4"  
**C** 3 column x 21" \*



### 1/3 Page

**A** 6 column x 7"  
**B** 4 column x 10-1/2"  
**C** 3 column x 14"  
**D** 2 column x 21" \*  
\* 48" web is 20" tall

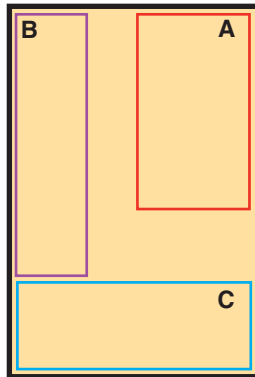
\* 48" web is 20" tall

\* less than 3/4 page

\* 48" web is 20" tall

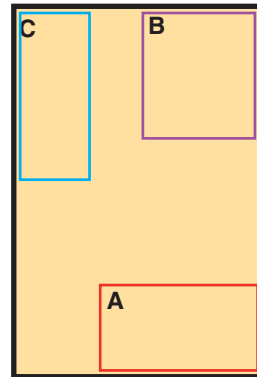
\* 48" web is 20" tall

\* 48" web is 20" tall



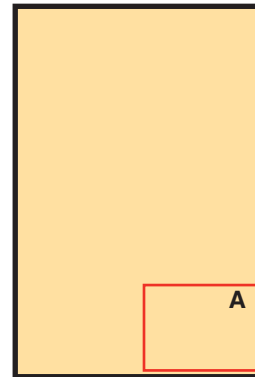
### 1/4 Page

**A** 3 column x 10-1/2"  
**B** 2 column x 15-3/4"  
**C** 6 column x 5-1/4"



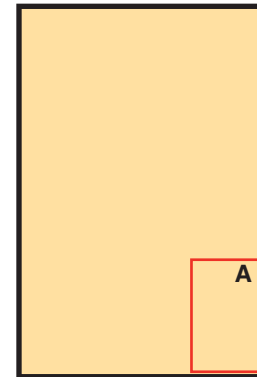
### 1/6 Page

**A** 4 column x 5-1/4"  
**B** 3 column x 7"  
**C** 2 column x 10-1/2"



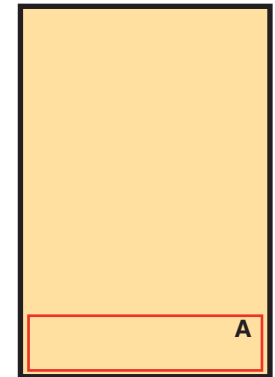
### 1/8 Page

**A** 3 column x 5-1/4"



### 1/9 Page

**A** 2 column x 7"



### Strip Ads (1/7 Page)

**A** 6 column x 3"

### Double Truck Ad Size

**A** 13 column x 21" \*

\* 48" web is 20" tall

### Note

Many newspapers have changed or are in the process of changing to a narrow web width. We have provided composite sizes that will fit most of the new narrow broadsheet sizes. Please contact us at [graphics@nnp.com](mailto:graphics@nnp.com) for updates.

### SAU Broadsheet Column Inches

1 Column: 2-1/16"  
2 Columns: 4-1/4"  
3 Columns: 6-7/16"  
4 Columns: 8-5/8"  
5 Columns: 10-13/16"  
6 Columns: 13"

PAGE HEIGHT - 21"

### Narrow 50" web width Column Inches

1 Column: 1-13/16"  
2 Columns: 3-3/4"  
3 Columns: 5-11/16"  
4 Columns: 7-5/8"  
5 Columns: 9-9/16"  
6 Columns: 11-1/2"

PAGE HEIGHT - 21"

### Narrow 48" web width Column Inches

1 Column: 1.729"  
2 Columns: 3.558"  
3 Columns: 5.338"  
4 Columns: 7.217"  
5 Columns: 9.046"  
6 Columns: 10.875"

PAGE HEIGHT - 20"

### Narrow 44"/46" web width Column Inches

1 Column: 1.51"  
2 Columns: 3.15"  
3 Columns: 4.78"  
4 Columns: 6.42"  
5 Columns: 8.06"  
6 Columns: 9.7"

PAGE HEIGHT - 20"



# Tabloid Ad Sizes

**Troy Messenger Record  
Phil Daily News, Boston  
Herald, NY Post**  
5 columns x 10.875"

1 col - 1.917"  
2 col - 3.986"  
3 col - 6.056"  
4 col - 8.125"  
5 col - 9.3"

**San Fran Examiner**  
5 columns x 12.25"

1 col - 1.83"  
2 col - 3.786"  
3 col - 5.742"  
4 col - 7.697"  
5 col - 9.653

**Wilks Barre Citizen  
Voice**  
5 columns x 13"

1 col - 2"  
2 col - 4.125"  
3 col - 5.25"  
4 col - 8.375"  
5 col - 10.5"

**Wash Post Express  
Jersey Journal**  
5 columns x 12"

1 col - 1.92"  
2 col - 3.94"  
3 col - 5.96"  
4 col - 7.98"  
5 col - 10"

**Metro**  
6 columns x 14"

1 col - 1.53"  
2 col - 3.22"  
3 col - 4.92"  
4 col - 6.61"  
6 col - 10"  
5 col - NA

**Newsday**  
6 columns x 11"

1 col - 1.389"  
2 col - 2.975"  
3 col - 4.566"  
4 col - 6.157"  
6 col - 9.381"  
5 col - NA

**NY Daily News**  
6 columns x 11.5"

1 col - 1.36"  
2 col - 2.83"  
3 col - 4.31"  
4 col - 5.78"  
6 col - 8.75"  
5 col - NA

**Chicago Sun Times  
AMNY, Naperville**  
6 columns x 12"

1 col - 1.527"  
2 col - 3.222"  
2 col - 4.916"  
4 col - 6.611"  
5 col - 8.3"  
6 col - 10"

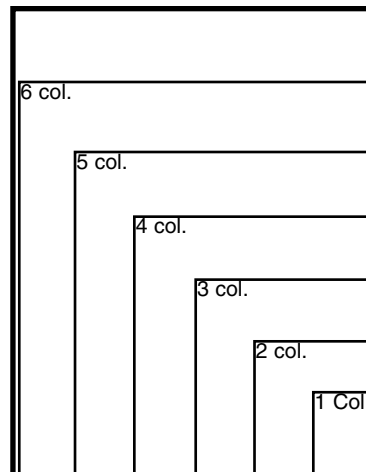
**Washington Examiner**  
5 columns x 13"

1 col - 1.82"  
2 col - 3.8"  
3 col - 5.78"  
4 col - 7.76"  
5 col - 9.75"

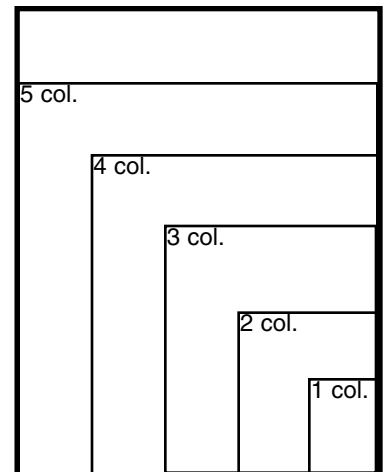
**Manchester  
Journal Inquirer**  
5 columns x 14"

1 col - 1.92"  
2 col - 3.94"  
3 col - 5.96"  
4 col - 7.98"  
5 col - 10"

**6 Column Layout**



**5 Column Layout**



For questions on Tabloid sizes please call the NNN Graphics Department at 212.856.6311 or 212.856.6389



### Material Deadlines

Note: Deadlines are business days prior to publication date and reflect morning delivery to Newspaper National Network. Some newspapers or sections – especially for Sunday publications – may have earlier deadlines. Please call to confirm.

Type of Advertisement	Electronic	Film	Velox
Black & White	2 Business days	3 Business days	3 Business days
Two color	3 Business days	4 Business days	N/A
Four color	5 Business days	6 Business days	N/A

### Color Keys/Color Proof

Add one business day to normal deadline.

### Press Proof

Deadline is five business days before normal deadline.

### Versioning & Localization

All versioning and localization materials must include a complete list of newspapers grouped by each unique version and keyed to each corresponding copy version.

### Important Note

This document is meant to be used as a guideline. Every ad campaign is unique. Therefore, it is strongly recommended that all questions be addressed to your Newspaper National Network sales executive.

### Production Checklist

- ? Have you supplied correct films with correct emulsion placement?
- ? Do your films include registration marks?
- ? Did you double-check that reverse type, overprint type and surprints conform to newspaper specifications?
- ? How's the color? Check exposure color balance, contrast and highlights. Also, remember to look at your values—gray balance, tone, density.
- ? Did you include proofs that conform to NNN specs?



### Contacts

Please include a client materials contact name, e-mail address, fax number and telephone number.

### Please Send Materials To:

Newspaper National Network  
 20 West 33rd Street, 7th floor  
 New York, NY 10001  
 Attn: Graphics Department  
 Telephone: 212.856.6312  
 Fax: 212.856.6343  
 e-mail: graphics@nnnlp.com

