



P.O. Box 727 • 611 NE Third  
McMinnville, Oregon 97128

Toll Free: 1-800-472-1198

Local: 503-472-5114

Fax: 503-472-9151

graphics@newsregister.com

# Electronic Submission Guidelines

The following guidelines will assist you in preparing your electronic files for digital submission. If you need additional assistance, please contact your Sales Representative.

## ELECTRONIC DELIVERY

**Email:** graphics@newsregister.com

You may e-mail files to us depending on file size. Maximum size for emailing is 4MB.

For files over 4MB, you may upload your file to our FTP site.

**FTP:** ftp://ftp.onlinemac.com

Username: transfer

Password: transfer

### Free FTP software:

Mac OS X:

Cyberduck, <http://cyberduck.ch>

Windows:

SmartFTP, [www.smartftp.com](http://www.smartftp.com)

## DISK DELIVERY

The News-Register prefers that your ad be submitted electronically via email or FTP. If this is not convenient, you may submit your ad via CD, DVD, or floppy.

## PLATFORM STATEMENT

Our art department is Macintosh based. Although we will make every effort to accommodate PC files, we must determine their compatibility prior to production.

## AD SIZE

Ads not built to exact dimensions may be distorted to fit the ad space purchased. To ensure that your ad appears as you intend, create the ad according to the specifications given to you by your ad representative.

## ACCEPTABLE FORMATS

**PDF (Portable Document Format)** is the preferred format for ads. Most current graphics and page layout applications allow you to save or export your document as a PDF.

### PDF requirements:

- Save as Press Quality OR PDF/X-1a.
- Select Acrobat 4.0 Compatibility.
- Embed all fonts.

### Illustrator/Freehand EPS (Encapsulated PostScript)

### EPS requirements:

- Embed all graphics.
- Convert all fonts to Outline (Illustrator) or Paths (Freehand).

## UNACCEPTABLE FORMATS

**JPEG, BMP, GIF, and PNG** formats are designed for web graphics and are **not** acceptable for print.

**Word, Works, and Publisher** files are **not** acceptable for quality press output.

**Quark, InDesign, and PageMaker native file formats** are **not** accepted — the News-Register does **not** accept outside fonts. Please export your ad as a PDF with graphics and fonts embedded.

**Photoshop** files are raster based. This means if they need to be resized their quality will deteriorate. Photoshop EPSes are also not ideal for text unless they are saved at 600 dpi or higher, which increases file size.

## GRAPHICS AND COLORS

- For best results, use resolutions of 200 dpi for black and white photos, 200 dpi for color photos, and 600 dpi for line art.
- Please use TIFFs and EPS graphics in layouts.
- Indexed Color is **not** acceptable. Indexed Color is designed for web use only and will not separate correctly.

### Black and White Ads:

- Four-color black (aka: Registration) is **not** acceptable.
- Black and white ads must **not** contain any CMYK, RGB or spot colors.

### Spot Color Ads:

- Spot colors must be selected from the Pantone Matching System (PMS) Uncoated catalog.
- When designing a spot-color ad do **not** include any CMYK or RGB elements in the ad.

### Process Color Ads:

- All graphics/photos must be specified as CMYK — RGB is **not** acceptable.
- Spot colors must be converted to CMYK.
- Four-color black text (aka: Registration, or Rich Black) is **not** acceptable.