

ELECTRONIC ADVERTISING REQUIREMENTS

Prepress/Image Quality

- Sharp, in-focus images reproduce much better than "soft" focus photos.
- The best reproduction begins with good quality original materials. Transparencies and 35mm negatives as well as professional quality prints will render good reproduction.
- Duplicates of photographs produce fair quality images and should be used only when an original is not available.
- Reflective one-hour or instant prints often produce marginal results.
- Screened or printed halftone materials almost always produce marginal results. Common examples are pictures from printed materials like brochures, packages, labels, books, magazines and newspapers. Using these materials usually results in poor quality, moiré patterns, blurry images, fuzzy or unreadable type and other negative attributes.
- Faxes and photocopies should not be used as original material for scans.



This image suffers from lack of contrast due to poor adjustments to highlights and shadows.



This image has good highlights and shadows but looks soft without any sharpness applied.



This image will reproduce best. It has good contrast and sharpness settings.

Ad Dimensions

A full page size is 13 by 21 inches. Contact your advertising representative for specific details regarding individual ad sizes and classified ad sizes.

Deadlines

Electronic ad files should be sent to arrive one day prior to established hard copy deadlines. (2 days for color ads)

Ad Transmission

Booth Newspapers makes it easier and less costly for you to send ad material electronically. You send only one electronic file to one location. We will transmit your electronic ad material to one or all of our eight newspapers in Acrobat PDF format.

Note: This does not apply to ads sent via AdSend. (Refer to information on AdSend)

Contact your sales representative for information regarding ad sizes, exact deadlines, etc.

Compression

Adobe Acrobat offers the best compression results. If Acrobat is not available, Stuffit can be used to compress files. Self-extracting archives are recommended.

Fonts

• Serif and non-bold fonts under 10 points may disappear into reverse areas.

• Do not reverse small type over color images.

• Type set below 7 points should be avoided.

All fonts used in the ad, including EPS graphics, must be provided.

General Information

All electronic ads are assumed to be ready for publication unless specifically stated. Most of the information assumes Macintosh computers are used. For any operating system, Adobe Acrobat PDF is the preferred format.

Laser proofs are required.

IMPORTANT – Please note that customer-generated proofs should not be relied upon for image quality because of the differences between off-press proofing materials, newspaper inks, proofing substrates and newsprint. Actual newspaper press runs are not physically capable of matching commercial desktop or electronic (soft) proofs.

Photoshop Specification

All scans should be done in Photoshop as close to the final output size as possible. Enlargement or reduction of more than 25 percent in page layout software will result in loss of sharpness and image quality. Resolution should be 160 dpi. Color scans must be saved using the **CMYK** mode.

- Any shadow in excess of 88% can be expected to print solid black.
- Line screen should be 80 lpi.
- Plan for a dot gain of 30% and a total ink limit of 240%.

B/W TARGETS				
Non-detail whites:				0%
Highlights:				8%
Midtone:				38%
Shadow:				88%
COLOR TARGETS				
	C	M	Y	K
Non-detail whites	0	0	0	0
Highlights	5	3	3	0
Midtones	38	30	30	10
Shadows	60	50	50	80

Delivery Methods

Booth Upload Site
Our preferred method of electronic transmission is our upload site.

Your direct connection to our server means your ads will be transmitted completely and dependably.

Use either Netscape Navigator (3.02 or higher) or Internet Explorer (4.0 or higher) to upload your files. If you are not sending PDFs, you can use a utility to compress your image, font and layout files prior to uploading. Mac users will need Stuffit Deluxe or similar compression software. PC users will need PkZip, Winzip or similar compression software.

Please seek assistance from your Systems Manager or equivalent for acquiring, downloading and/or operating any of the above-mentioned software.

To upload files, please visit our site at:
<http://eads.boothnewspapers.com>

Disk

- 3 1/2 floppy disk, Zip disk (100 MB), or CD-ROM
- Please label each disk or cartridge clearly with advertiser and/or agency name, contact phone number and address to ensure they are returned.

AdSend

AdSend is a service provided by the Associated Press for delivering Acrobat PDF files via satellite transmission to subscribing newspapers. If you plan to send an ad using AP AdSend, call the AP AdSend Marketing Department at (800) 223-7363 for an information packet between 9 a.m. and 5:30 p.m. EST.

If you choose to send ads via Adsend you must send to each newspaper.

Transmission codes for each are:

- The Ann Arbor News: "MIAAN"
- The Bay City Times: "MIBAY"
- The Flint Journal: "MIFLI"
- The Grand Rapids Press: "MIGRA"
- The Jackson Citizen Patriot: "MIJAC"
- The Kalamazoo Gazette: "MIKAL"
- The Muskegon Chronicle: "MIMUS"
- The Saginaw News: "MISAG"

AdSend does offer a 24-hour emergency transmission service for individual and last-minute ad delivery.

E-mail

If sending ads via e-mail please send PDF files. If this is not possible, please compress all necessary files including

fonts into a self-extracting compressed file (please refer to supported software section). **A copy of the ad must be faxed to your sales representative at the time of e-mail transmission.**

Same deadlines apply for e-mail transmissions as for any other delivery method!

For all national, travel and co-op ads please send to:
ads@boothnewspapers.com

For all classified ads please send to:
classads@boothnewspapers.com

Please call about other possible delivery methods.

Software

Adobe Acrobat™

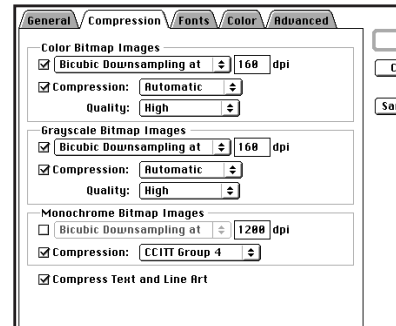
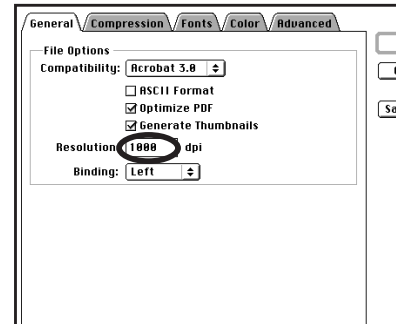
We prefer receiving ads in the Adobe Acrobat file format called Portable Document Format (PDF).

PDF files are independent of the platform, operating system and authoring application. They are viewable on screen in Macintosh, Windows and UNIX environments and have a small file size. With PDF, one consistent, predictable, reliable format can be used for all documents. Plus, fonts, images and graphics are contained within the document, eliminating the need to send multiple files.

Distill color ads as a composite image.

All fonts must be embedded or ad material may be subject to later publication dates.

Adobe Acrobat default settings are not ideal. These are the ideal Adobe Acrobat 4.0 Distiller settings when preparing to distill an ad document for Booth Newspapers:



Quark Express™

All elements not used in the ad (pasteboard items) should be deleted. There should be no other ads or superfluous attachments on the document. Do not leave any margin space around the ad. (Document size should correspond to ad size.)

Adobe Illustrator™

Make sure to include any fonts that are used in Illustrator or Freehand EPS files.

Adobe Photoshop™, Pagemaker™

Versions 6.0 include Adobe Acrobat, enabling you to send PDF files.

Macromedia Freehand™

Please send an editable version of Freehand EPS file.

Who to Call

For electronic delivery questions, please contact:

Hilary Embrey,
Advertising Production Coordinator
hembrey@boothnewspapers.com
(616) 222-5282

