

ELECTRONIC ADVERTISING SPECIFICATIONS for PRINT & DELIVER

How to send your electronic file or copy...

- Email (see below)
- FTP (see below)
- CDR or CDRW
- 100Mb or 250Mb ZIP
- 3.5" High Density Floppy Disk

Save Time and Money!

Send an Acrobat PDF...

A correctly distilled Acrobat PDF is the most efficient and reliable way to send your electronic file. You may send it by Email or FTP. Please call in **239-435-3455** to get the current **Naples Daily News Print & Deliver PDF Settings**.

Email addresses and requirements...

Naples - electronic@naplesnews.com

Bonita - ebonita@naplesnews.com

Please be sure to include the account name, sales rep name and first insertion date in the email to which you attach your file.

FTP setup and requirements...

To use FTP (file transfer protocol) for the first time, you must call 239-435-3455 to set up a username and password. You must have access to the internet. The URL (address) of our FTP site is <http://adcenter.naplesnews.com>. You must fill in all fields marked with a red asterisk (*) and not use any of the following characters in your file names: = " [] { } () / \ ' Be sure to indicate either a Naples or Bonita electronic rep.

Application or Native files accepted...

- Adobe InDesign 2.0 (or below) .indd, .pdf
- Adobe Illustrator 10.0 (or below) .ai, .eps, .pdf
- Adobe PageMaker 7.0 (or below) .p65, .pmd, .pdf
- Adobe PhotoShop 7.0 (or below) .psd, .eps, .pdf
- Macromedia FreeHand 10.0 (or below) .fh8, fh9, fx, .eps
- CorelDraw 10.0 (or below) .cdx, .eps
- QuarkExpress 6.0 (or below) .qxd

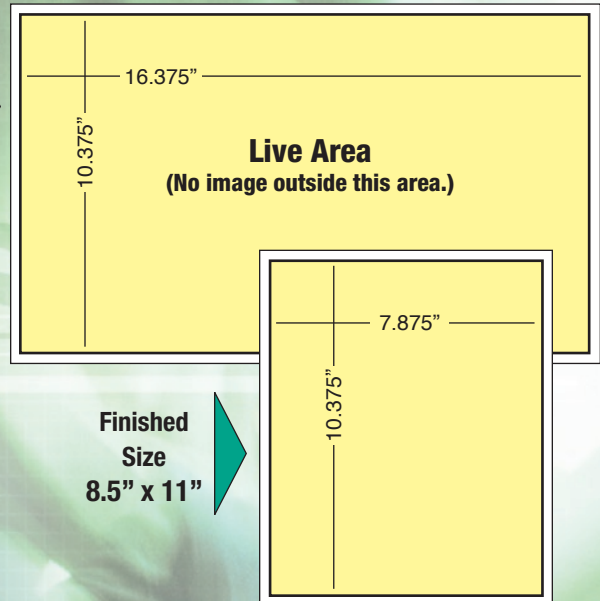
All of the above applications are on the Mac platform. If you are using an application that is not listed above, you must be able to send a PDF (distilled for high resolution CMYK or Grayscale reproduction).

Please submit all fonts and linked images used in your native application file. We cannot guarantee accuracy of files submitted that are produced on the PC platform. **We DO NOT accept Microsoft Publisher, PowerPoint or Word files for color ads.** Images and photos must be submitted separately when sending native files.

File formats and resolution accepted for images and art...

- Black and white (bitmap or 1-bit art) should be scanned at 600 dpi and saved as a .tif.
- Grayscale (halftone) art should be scanned at 266 dpi and saved as .tif or .eps.
- Color art, photos and digital photos (24-bit full color) should be scanned at 266 dpi and saved as a CMYK .tif or .eps. (If you want our scanning department to adjust your photos please submit them as RGB.)

Finished Size
11" x 17"



NOTE: The **Print & Deliver** Inserts are printed with 133 line screen (Rule of thumb: Line screen x 2 = Resolution.), Dot Gain is 32%, DMAX is 240% and the ink laydown sequence is YMCK. If you need the halftone or cmyk "aim points" for adjusting your scanned or digital images, or further technical information please call 239-435-3455.

Full color and Spot color requirements...

Use only Process Color (Cyan, Magenta, Yellow and black) for all color ads. Spot or PMS colors must be converted or set to process color. Do not use RGB or Indexed Color in your ads. If you are scanning and adjusting photos in RGB, you must convert to CMYK before placing the photos in your file or before distilling a PDF.

Mechanical reproduction limitations...

High-speed, process color, web-offset reproduction on a Didde press differs greatly from reproduction on coated paper by sheet-fed or heat-set web offset. Here are a few tips for quality reproduction of **Print & Deliver** inserts:

- Black type with screened background - no greater than 30% screen.
- Reverse type (white) with screened background - no less than 60% screen.
- Minimum of 10-point bold reverse type (avoid serif type).
- No large area four-color blacks (use "rich black" 40c/100k).
- No four-color black type (use 100k).
- Minimum process color type, 12-point (avoid serif type).
- Minimum positive print line width, 1-point - minimum reverse line width, 2-point.
- At least 40% difference in screen density with color on color or color on black.