

# PRINT Ad Submission

## CHECKLIST ✓

email ads to: [graphics@HartfordBusiness.com](mailto:graphics@HartfordBusiness.com)

- ✓ **Was ad PDF originally composed in InDesign, Quark or Illustrator?**
  - AVOID using Photoshop for final ad composition. This causes type and vector artwork to rasterize, which sacrifices crispness and clarity. Also DO NOT use MS Word or PowerPoint for final composition. MS Office products require RGB images which are not correct for final printing.
- ✓ **Does ad match specifications?**
  - Make sure ad matches proper HBJ dimensions. Please note whether the ad is horizontal or vertical.
- ✓ **Are photos at least 200 dpi? (300 dpi for glossy & special pubs)**
  - All images/photos should be at least 200 dpi at 100% final size they are being printed. Enlarging them beyond this increases the chances of image(s) becoming fuzzy or jagged. Do not use Web photos. Web photos are usually 72dpi and are NOT high enough resolution for print.
- ✓ **Are all art elements the correct color mode?**
  - If ad is **4-color** (CMYK), photos and graphics should be created as CMYK —

**NO RGB or PMS Spot Colors Please.**
- ✓ **Are all black items black ink only?**
  - Black text and black design elements should be made of black ink only —no rich black (CMYK mix).
- ✓ **Is maximum color density 220% or lower?**
  - Color density (total amount of ink applied to darkest area of your ad) should not exceed 220%. (example: 90%C, 10%M, 10%Y, 20%K = 130% total ink density)
- ✓ **Is text large enough and thick enough?**
  - Avoid small, thin, reversed type in your design. It does not reproduce well on newsprint. It can close up or become illegible if too small or thin.
- ✓ **Was a printout of the final PDF created?**
  - Print one proof of your ad to check frames/borders. On-screen proofing alone can often lead to outside frames being clipped or eliminated during the PDF process.

To contact the HBJ Production Department: email [graphics@hartfordbusiness.com](mailto:graphics@hartfordbusiness.com), or call Lynn @ 860-236-9998 x140

## ■ Materials due dates:

All ad materials are due to production the day after the advertising closing date. See **Planning Guide Pages for specific dates.**

## ■ Ink Density

Color density: total amount of ink applied to darkest area of your ad (example: 90%C, 10%M, 10%Y, 20%K = 130% total ink density)

HBJ Regular Issues/Newsprint: should not exceed 220%.

HBJ Special Issues/Heatset Glossy: should not exceed 285%.

HBJ Special Covers/Glossy Stock: should not exceed 300%.

## ■ Printing process

Web Offset. Expect 10-20% press gain. If you are unfamiliar with Newsprint reproduction, Please see **Specifications for Newsprint Advertising Production (SNAP) — The complete guide can be viewed at: [www.naa.org](http://www.naa.org)**

## ■ Line screen

HBJ Regular Issues/Newsprint: 100 line screen

HBJ Special Issues/Heatset Glossy: 150 line screen

HBJ Special Covers/Glossy Stock: 150 line screen

## ■ Ad Creation/Ideas

Our experienced staff of designers will be happy to create and develop ads for your business to run in our publications free of charge. We will work closely with you to create attractive, eye-catching ads that will complement your business and help you get the most out of your advertising program with the *Hartford Business Journal*.

## ■ Ad Duplication

If any re-sizing or re-formatting needs to be done to the ad, labor will be billed at \$25 per hour. Copy of ad on disk (CD) (as PDF), or package and email (\$10 each).

## ■ Sending Digital Files

PDF Ads can be e-mailed to [graphics@hartfordbusiness.com](mailto:graphics@hartfordbusiness.com), sent on CD to your account representative, or uploaded to our FTP website. Email [graphics@hartfordbusiness.com](mailto:graphics@hartfordbusiness.com) with your request for our FTP information.

(NO PAGEMAKER, MSWORD, MS PUBLISHER or QUARK FILES ACCEPTED)

DO NOT include any RGB graphics in your layouts. We can only accept CMYK images.

**Line Art or Logos: EPS preferred.**

Photos:

TIFF (Tagged Image File Format) or EPS (Encapsulated PostScript) only. Mode: Grayscale for black & white ads.

CMYK (not RGB) for 4-color ads. Resolution: at least 2 times line screen.

## ■ Resolution & Color

Files should be built in 4-color (CMYK) breakdown with high resolution scans in place at 100%, **JPEG, GIF files, 72 DPI or low-resolution images pulled from internet cannot be accepted. No Pantone/PMS, RGB or indexed colors can be used in submitted files.** Printing is Web offset on uncoated stock with cyan, magenta, yellow, black ink. We strive to match our client's color specifications but cannot guarantee a perfect match.\*\*

## ■ PDF Files:

- DO NOT use any SPOT COLORS (convert to CMYK)
- Make sure black text and black borders are K only. (not a cmyk mix)
- DO NOT use any RGB images.
- Embed ALL FONTS or, you can eliminate fonts by "creating outlines" on all text
- Under "job options" in Acrobat Distiller make sure color & grayscale images are downsampled at *at least* 200 dpi (300 for covers or glossy heatset), and monochrome bitmap at *at least* 600 dpi

All files will be checked before going to press; client may incur additional charges — a \$25 an hour fee will be charged (minimum charge: \$25) if any file manipulation is required. We are not responsible for ad quality if materials provided do not meet these specifications; we reserve the right to substitute fonts or graphic elements in order to meet our deadlines

## Newsprint Guidelines:

### Designing Web Offset NEWSPRINT ads:

*Specifications for Newsprint Advertising Production (SNAP) — The complete guide can be viewed at: [www.naa.org](http://www.naa.org)*

#### Fine Rules and Small Type:

Reproduce as one-color (except yellow) only all rules that are 4 point and thinner and small type (defined as sans-serif type that is smaller than 7 points, serif type that is 12 points and smaller, and fine-serif type such as Bodoni that is 14 points and smaller). Use sans-serif type.

#### Reversed Rules and Type:

Do not reverse out of a single color background any type that is smaller than 10 points. Text reversed out of a color background should be 12 points or larger in size. Serif type and fine-serif type should not be reversed at sizes smaller than 12 points. Reverse type should not be positioned within screened areas containing less than a 70% screen comprised of any color. Type should not be reversed in a yellow or other light-colored background.

#### Screened Text:

Do not screen type styles with serifs or with a fine to medium weight. Text screened at 80% or more will reproduce as a solid.

#### Surprinted Type and Tints:

When overprinting rules or type on a tint background use a tint value of not more than 25%. Create these tints keeping mechanical dot gain on press in mind