

Mechanicals, Measurements, Deadlines

Requirements for Digital Ad Delivery

- *The Post and Courier* prefers to receive ads in digital format. However we will scan your veloxes or printed materials to use in our products.
- Files are processed on Macintosh computers.
- We accept: PDF, Illustrator, Photoshop and Quark files.
- Document size should equal the finished ad size. We use 46" web sizes (see back for specs). Include a laser proof of your ad for reference.

PDF

- PDF files should be created using Adobe Acrobat Distiller.
- Create your PDF using Adobe Acrobat Distiller's high quality print setting.
- Graphics embedded in a PDF should conform to the specifications of their native programs as outlined below. (See Photoshop and Illustrator)
- If you are using Photoshop as your layout program, flatten your file and "save as" a Photoshop eps or tiff.
- If you are using Illustrator as your layout program, convert all type to outlines and "save as" an Illustrator eps or pdf version 1.3.
- PC files are OK provided all fonts are embedded correctly.
- Document Security should be set to "No Security" as follow: File > Document Security > Security Options: No Security > Close.

QuarkXpress 6.52

- In addition to the document, we need the fonts and images. Use only Postscript Type 1 fonts and include the screen and printer files for each font. Images can be EPS, EPSF or TIFF. Graphics placed in the Quark file should conform to the specifications of their native programs as outlined below (see **Photoshop** and **Illustrator**) PC files should be converted to PDF using Acrobat Distiller or we will have to substitute fonts.

Photoshop

- Flatten layers and size and crop images according to use in document.
- Line art - 300 dpi for newsprint; 1200 dpi for magazine
- Grayscale - 130 dpi for newsprint; 300 dpi for magazine
- Color - 200 dpi for newsprint and 300 dpi for magazine saved as CMYK
- Convert all color images to CMYK. Black and white images should be grayscale or bitmap. Never save your images as RGB or Duotone mode.
- If an embedded clipping path is used, it should not contain more than 500 points.

Illustrator

- Create outlines on type and "Save As" an Illustrator EPS. Document mode should be CMYK color. Graphics for black and white ads should be converted to grayscale, 130 dpi, newsprint, 300 dpi magazine. Graphics for color ads should be CMYK, 200 dpi for newsprint and 300 dpi for magazine. No RGB or Pantone. Size and crop graphics in Photoshop before placing them in an Illustrator document. Please do not use complex tiles for backgrounds.

Fonts:

Use Postscript Type 1 fonts. Include the screen and printer fonts (Mac users only). TrueType fonts cannot be used. The Post and Courier reserves the right to substitute similar fonts if a font is not supplied or is unusable with our equipment at our site. Type smaller than 6 points may not print legibly. Serif type below 10 point will not print legibly in color or reversed out of color (white type on colored background).

Changes to PDF files

- Do not request changes to PDF files. They are intended to be production ready and are treated as camera ready. If a change is required to a PDF file, it is best to make the changes in the native application and submit a revised PDF.
- If you anticipate making changes, send us a Quark file and images and we will substitute our fonts for your fonts.

Newspaper Press Printing

- Newspaper printing holds 2% highlight dot and 85% shadow dot.
- Newspaper printing dot gain is about 28% in all colors with a magenta cast (about 30% gain).
- Scan at actual output size for best image quality rather than resizing your art in your software. Large file sizes can create output problems.
- DO NOT enlarge more than 110% or reduce more than 90% in your ad-building software .
- Additional cropping of images should be done in Photoshop rather than your ad-building program to reduce file sizes.

Removable Media

- Compact Disc (CD) in Macintosh format or PC format ISO9660.

Internet E-Mail

- We can accept your ad via e-mail if it is less than 15 megabytes. Contact your Account Executive for their email address and to place your order.

AP Adsend

- For information on using this ad delivery service, call 1-800-2-ADSEND

FTP

- Our FTP address is ftp.postandcourier.com. For information on using this site, call Debbie Powell at 1-843-937-5690. This site is password protected and a login and password must be set up.

FastChannel

- For information on using this ad delivery service, call 1-866-321-3278.

Clarification

- *The Post and Courier* accepts ONLY the listed applications. The sender is responsible for problems caused by the design. The Post and Courier will do everything possible to make sure the file runs properly.

The Post and Courier
postandcourier.com

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Mechanical Measurements

Measurements are in inches decimal and are based on 46 inch web column widths. Printing Process: offset, 90-line screen.

For pica/point measurements, please call Advertising Production at (843) 937-5690.

ROP COLUMN WIDTHS

1	1.667
2	3.458
3	5.250
4	7.042
5	8.833
6	10.625
Doubletruck	22.125

CLASSIFIED COLUMN WIDTHS

1	1.069
2	2.264
3	3.458
4	4.653
5	5.847
6	7.042
7	8.236
8	9.431
9	10.625

TABLOIDS

The Post and Courier publishes regular weekly and supplemental publication tabloids in three formats: modular, ROP and classified. Your Account Executive will advise you of the correct format to use.

1) MODULAR

Modular tabloids are published in a four-column-width format. Full page depth is 11 inches. Ads over 10 inches in depth will be charged as 11 inches.

Available ad sizes in this format, in inches decimal, are:

AD SIZE	WIDTH	DEPTH
Full Page	10.625	11
Quarter Pg Vertical	5.25	5.438
Quarter Pg Horiz.	10.625	2.656
Half Page Vertical	5.25	11
Half Page Horiz.	10.625	5.438
Eighth Page Horiz.	5.25	2.656

2) ROP

Charleston Scene, Business Review and Your Lowcountry Zoned editions published weekly in The Post and Courier, are 6-column tabloids, using the "ROP Column Widths" listed above. Full page depth is 11 inches.

3) CLASSIFIED

The Saturday Real Estate Tabloid, published weekly in The Post and Courier, is a 8-column classified tabloid, using the "Classified Column Widths" listed above. Full page depth is 10.5 inches.

Deadlines

For prepared material including layout and typed copy

PUBLICATION DAY	CLASSIFIED LINE ADS DUE	DISPLAY ADS DUE
Monday	Friday 5 p.m.	Thursday 5 p.m.
<i>Business Review</i>		Thursday 5 p.m.
Tuesday	Monday 12 p.m.	Friday 5 p.m.
Wednesday	Tuesday 12 p.m.	Monday 5 p.m.
Thursday	Wednesday 12 p.m.	Tuesday 5 p.m.
<i>Charleston Scene</i>		Friday 5 p.m.
<i>Neighborhood Zoned Sections</i>		Monday 5 p.m.
Friday	Thursday 12 p.m.	Wednesday 5 p.m.
<i>TVWeek</i>		Thursday 5 p.m.
		8 days prior to publication date
Saturday	Friday 12 p.m.	Thursday 5 p.m.
<i>Automotive</i>	Thursday 5 p.m.	Thursday 5 p.m.
<i>Real Estate Tab Photo Ads</i>		Tuesday 5 p.m.
<i>Real Estate Tab</i>	Thursday 5 p.m.	Wednesday 5 p.m.
Sunday	Friday 5 p.m.	Thursday 5 p.m.

Proof Out Service

Advance above deadlines 24 hours.

The Post and Courier

postandcourier.com

134 Columbus Street • Charleston, South Carolina 29403-4800 • www.postandcourier.com

For more information, please contact your Account Executive or our Advertising Department. Phone: (843) 937-5468