

# Electronic guidelines information

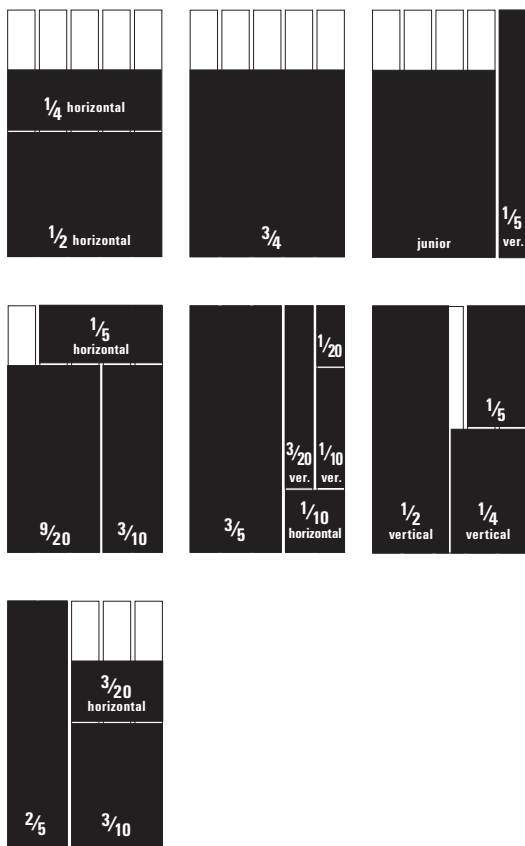
Effective 12/1/00

## Advertising Design

There is no charge for basic advertising design and production. Professional illustration and photography are available at an additional charge. Extensive production, ads designed for other publications, logos, newsletters, brochures, inserts and more are available through our in-house design studio at a rate of \$50/hour for design services.

## Mechanical Requirements

The required halftone screen is 85 lpi. Dimensions for film are 95% of the mechanical specifications for camera-ready artwork. Ads are reduced approximately 5% in production of the *News & Review* to comply with Standard Advertising Unit (SAU) measurements. Films should be right reading, emulsion side down. All ads smaller than a full page must be bordered to their exact dimensions.



**CN&R**  
Chico News & Review  
353 E. Second St., Chico CA 95928  
(530) 894-2300 • Fax (530) 894-0143

**SN&R**  
Sacramento News & Review  
1015 20th Street, Sacramento CA 95814  
(916) 498-1234 • FAX (916) 498-7910

**RN&R**  
Reno News & Review  
708 North Center Street, Reno NV 89501  
(775) 324-4440 • FAX (775) 324-4572

## Ad Sizes

### Full Page

Camera ready: 10 13/16" wide by 13 1/8" deep  
Negative dimensions: 10.27" wide by 12.47" deep

### 3/4 Page

Camera ready: 10 13/16" wide by 9 13/16" deep  
Negative dimensions: 10.27" wide by 9.32" deep

### Junior

Camera ready: 8 5/8" wide by 9 13/16" deep  
Negative dimensions: 8.19" wide by 9.32" deep

### 3/5 Page

Camera ready: 6 7/16" wide by 13 1/8" deep  
Negative dimensions: 6.12" wide by 12.47" deep

### 1/2 Page Vertical

Camera ready: 5 5/16" wide by 13 1/8" deep  
Negative dimensions: 5.05" wide by 12.47" deep

### 1/2 Page Horizontal

Camera Ready: 10 13/16" wide by 6 1/2" deep  
Negative dimensions: 10.27" wide by 6.18" deep

### 9/20 Page

Camera ready: 6 7/16" wide by 9 13/16" deep  
Negative dimensions: 6.12" wide by 9.32" deep

### 2/5 Page

Camera ready: 4 1/4" wide by 13 1/8" deep  
Negative dimensions: 4.04" wide by 12.47" deep

### 3/10 Page Vertical

Camera ready: 4 1/4" wide by 9 13/16" deep  
Negative dimensions: 4.04" wide by 9.32" deep

### 3/10 Page Horizontal

Camera ready: 6 7/16" wide by 6 1/2" deep  
Negative dimensions: 6.12" wide by 6.18" deep

### 1/4 Page Vertical

Camera ready: 5 5/16" wide by 6 1/2" deep  
Negative dimensions: 5.05" wide by 6.18" deep

### 1/4 Page Horizontal

Camera ready: 10 13/16" wide by 3 3/16" deep  
Negative dimensions: 10.27" wide by 3.03" deep

### 1/5 Page Vertical

Camera ready: 2 1/16" wide by 13 1/8" deep  
Negative dimensions: 1.96" wide by 12.47" deep

### 1/5 Page Horizontal

Camera ready: 4 1/4" wide by 6 1/2" deep  
Negative dimensions: 4.04" wide by 6.18" deep

### 3/20 Page Vertical

Camera ready: 2 1/16" wide by 9 13/16" deep  
Negative dimensions: 1.96" wide by 9.32" deep

### 3/20 Page Horizontal

Camera ready: 6 7/16" wide by 3 3/16" deep  
Negative dimensions: 6.12" wide by 3.03" deep

### 1/10 Page Vertical

Camera ready: 2 1/16" wide by 6 1/2" deep  
Negative dimensions: 1.96" wide by 6.18" deep

### 1/10 Page Horizontal

Camera ready: 4 1/4" wide by 3 3/16" deep  
Negative dimensions: 4.04" wide by 3.03" deep

### 1/20 Page Vertical

Camera ready: 2 1/16" wide by 3 3/16" deep  
Negative dimensions: 1.96" wide by 3.03" deep

# Electronic guidelines information

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## Name your file like this:

### Business name/date ad is scheduled/file type

For example: jackspizza121200.eps OR  
houseofcakes122800.pdf

## We prefer the following file format:

**Adobe Acrobat PDF** (with fonts embedded)

## We can accept the following Mac file formats:

QuarkXpress v4.0 or earlier

*Include all fonts\* and graphics (EPS, TIF etc.)*

Adobe Pagemaker v6.5 or earlier

*Include all fonts\* and graphics (EPS, TIF etc.)*

Adobe Illustrator v9.0 or earlier,  
Macromedia Freehand v8.0 or earlier

*Convert fonts to outlines. You may send an .eps.*

Adobe Photoshop v5.5 or earlier

*Include all fonts.\**

*\*When providing Type 1 postscript fonts, please  
provide the suitcase (screen font) and the  
printer description file.*

## We accept files on the following media:

Zip Disks

CD-ROM

3.5" floppy diskettes

## File specifications:

- Unless you are sending a PDF, include all EPS and TIF files used in your ad.
- We use an 85 line screen for printing. Save Photoshop files at 170 dpi, EPS or TIF. For best reproduction of halftones, photos should have a range from 5% dot in the highlights to 85% dot in the shadows.
- Flat areas of screen must have a value of 15% or greater.

## Proofs:

Please supply a copy of your ad for image verification.

## Sending files via FTP:

Our FTP server address is:

Host: **ftp.newsreview.com**

User ID: **anonymous**

Password: **your e-mail address**

Directory: **upload**

You will need transfer software to connect to our server. Shareware is available. *Fetch* for Mac available at [www.dartmouth.edu/pages/softdev/fetch.html](http://www.dartmouth.edu/pages/softdev/fetch.html); or *FTP Explorer* for PC available at [www.ftpx.com](http://www.ftpx.com). Please compress files using Stuffit (Mac) or Winzip (PC). If you are having problems accessing the FTP server, please alert your sales rep.

## You may submit small files via E-mail:

Please compress all files before e-mailing and check file sizes. Emails with files totalling more than 5mb (5000k) may be deleted en route.

E-mail Reno, Sac, & corporate display ads to **design@newsreview.com**.

Chico display ads to **chicodesign@newsreview.com**.

E-mail classified ads to **classdesign@newsreview.com**.

If you send an ad via e-mail, you must fax a copy of the ad, and if it is a color ad, we will need a color proof to check color accuracy.

## DEADLINE: NOON MONDAY

All standard deadlines apply. Camera-ready ads and ads arriving electronically must arrive by noon on the Monday before publication. Please allow an extra day of processing time for large and complicated files.

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