

# submission requirements

## DIGITAL SUBMISSION OF ADVERTISING

In order for us to provide the best service, quality and convenience to our customers, we have listed some alternatives to printed copies (laser and/or film positive) being submitted to us for publication.

1. **ADSend** - The best possible ad transmission vehicle is Associated Press ADSend. This system is designed for larger customers and/or a large volume of ads. You can contact AP @ 1-800-TADSEND for more information. Basically, you send your ad to AP and they post it to the appropriate newspaper, including your insertion information. We dial up the AP ADSend BBS and retrieve the ad.

2. **E-Mail** - The next best way to submit ads is via e-mail, using the various methods listed below.

**Ads for Longview:** [bcrane@longview-news.com](mailto:bcrane@longview-news.com)

**Ads for Marshall:** [mnmads@coxnm.com](mailto:mnmads@coxnm.com)

### ACCEPTABLE FILE FORMATS

Must be sent in at least 400dpi, 400dpi for Didde (enamel)

**pdf** - camera ready, anything with text, logos (Preferred format)

**jpg** or **jpeg** - photos, logos, not recommended for images with small text

**tiff** - photos, logos

**png** - photos, logos

**eps** - if camera ready ads convert any text to outlines, logos

**bmp** - not recommended by will work if no other format is available (output quality may be compromised)

**gif** - not recommended but will work if no other format is available (output quality may be compromised)

**psd** - (Photoshop) acceptable but check version and rasterize any text

**ai** - (Illustrator) acceptable but check version and convert text to outline

## MECHANICAL GUIDELINES

### MECHANICAL MEASUREMENTS

ROP: 6 columns by 21 inches deep. 6 points between columns.

85 Line Screen/200 DPI/ Emulsion Side Down/Right Reading

Full Standard Page: 10.67" w x 21" h

Double Truck: 22.17" x 21" with 6 points between columns

<u>Columns</u>	<u>Points</u>	<u>Layout Inches</u>	<u>Reproduction Size Inches</u>
1	123	1.71	1.71
2	252	3.50	3.50
3	381	5.29	5.29
4	510	7.08	7.08
5	639	8.88	8.88
6	768	10.67	10.67
13 (Double Truck)	1596	22.17	22.17

### MECHANICAL MEASUREMENTS - SPECIAL PUBLICATIONS

For Mechanical Measurements for Aditude, At Home Marshall, and Homefinder publications.

### ROP DEPTH REQUIREMENT

Any advertisement over 19 inches will be billed at full page depth of 21 inches.

## CLASSIFIED MECHANICAL MEASUREMENTS

<u>Columns</u>	<u>Points</u>	<u>Layout Inches</u>	<u>Reproduction Size Inches</u>
1	80	1.11	1.11
2	166	2.31	2.31
3	252	3.50	3.50
4	338	4.69	4.69
5	424	5.89	5.89
6	510	7.08	7.08
7	596	8.28	8.28
8	682	9.47	9.47
9	768	10.67	10.67

## ADVERTISING DEADLINES

### LONGVIEW & MARSHALL RETAIL ADVERTISING DEADLINES

*Layout Deadline includes those ads which need to be built or have elements added. It also includes any electronic ads which require any file, font, or graphic manipulation or conversion.*

*All special section deadlines will be determined on an individual basis. Proofs will not be shown to the advertiser on advertising copy submitted after deadline. Camera ready ads do not require a proof.*

<u>Edition</u>	<u>Deadline</u>
Sunday Main . . . . .	Thursday 3 p.m.
Sunday Lifestyle . . . . .	Wednesday 3 p.m.
Sunday Business . . . . .	Thursday 3 p.m.
Monday . . . . .	Friday Noon
Tuesday . . . . .	Friday 3 p.m.
Wednesday . . . . .	Monday 3 p.m.
Thursday . . . . .	Tuesday 3 p.m.
Friday . . . . .	Wednesday 3 p.m.
Saturday . . . . .	Thursday Noon

### CAMERA READY AD DEADLINES

*The following are not space reservation deadlines. Space must be reserved by above deadlines. Camera Ready includes: Hard Copy, Film PDF, EPS & AdSend Ads. Any electronic ads that are not PDF, EPS or Adsend should be turned in by the Layout Deadline.*

<u>Edition</u>	<u>Deadline</u>
Sunday Lifestyle . . . . .	Thursday Noon
Sunday Main . . . . .	Friday Noon
Monday . . . . .	Friday Noon
Tuesday . . . . .	Monday Noon
Wednesday . . . . .	Tuesday Noon
Thursday . . . . .	Wednesday Noon
Friday . . . . .	Thursday Noon
Saturday . . . . .	Thursday 5 p.m.
Friday Classified . . . . .	Thursday 10 a.m.
Saturday Classified . . . . .	Thursday, 4 p.m.
Sunday Classified . . . . .	Friday 10 a.m.

### LONGVIEW & MARSHALL CLASSIFIED ADVERTISING DEADLINES

<u>Edition</u>	<u>Reader Ad</u>	<u>Display</u>	<u>Legals</u>
Monday	Fri. 3 p.m.	Thurs. 3 p.m.	Thurs. 3 p.m.
Tuesday	Mon. 3 p.m.	Fri. 3 p.m.	Fri. 3 p.m.
Wednesday	Tues. 3 p.m.	Mon. 3 p.m.	Mon. 3 p.m.
Thursday	Wed. 3 p.m.	Tues. 3 p.m.	Tues. 3 p.m.
Friday	Thurs. 3 p.m.	Wed. 3 p.m.	Wed. 3 p.m.
Saturday	Fri. 10 a.m.	Thurs. Noon	Thurs. 10 a.m.
Sunday	Fri. 3 p.m.	Thurs. 3 p.m.	Thurs. Noon