

Deadlines and Mechanical Specs

EFFECTIVE MARCH 30, 2009

ADVERTISING DEADLINES

Black and White Display

PUBLICATION DATE	SPACE	PROOF
Sunday	Thursday, 2pm	Wednesday, 10:30 A.M.
Monday	Friday, 2 pm	Thursday, 2 pm
Tuesday	Friday, 3 pm	Thursday, 3 pm
Wednesday	Monday, 2 pm	Friday, 4 pm
Thursday	Tuesday, 12 pm	Monday, 2 pm
Friday	Wednesday, 12 pm	Tuesday, 2 pm
Saturday	Wednesday, 3 pm	Tuesday, 3 pm

Color

Allow ONE ADDITIONAL DAY for camera-ready color ad. For electronic ad deadline information, contact your advertising representative.

MECHANICAL SPECIFICATIONS

COLUMNS	BROADSHEET-WIDTH		METRO TABLOID-WIDTH	
	(Picas)	(Inches)	(Picas)	(Inches)
1	9p10.5	1.646	9p4.5	1.562
2	20p6	3.417	19p6	3.25
3	31p1.5	5.188	29p7.5	4.938
4	41p9	6.958	39p9	6.625
5	52p4.5	8.729	49p10.5	8.312
6	63p0	10.5	60p0	10
12	130p6	21.75	126p0	21
DEPTH	126p	21	63p0	10.5

TYPE | RULES | SCREENS

- For clarity and readability **10 pt. or larger** type is recommended in newsprint advertising design.
- Small type and thin rules should be **1-Color only** (Black, Cyan or Magenta only).
- Reverse type should be bold, sans-serif, and **at least 10 pt.** in size. Reversed rules should be **greater than 2 pt.**
- Use **1-COLOR BLACK ONLY**. Do not use Registration (4-Color) Black for type, rules, backgrounds or any other element in your ad.
- **Screens no less than 15%. Screens no greater than 70%** behind solid type of the same color.

DOT GAIN

Our dot gain is approx. 25% - normal for offset web presses. That means a 50% dot (in midtone area) on screen will grow to 75% on newsprint. Dot compensation is not linear, therefore gain is less in the highlight and shadow regions. When adjusting photos, please be sure to keep the highlights at 1-2%, midtones at 33-38% and shadows at 80-85%.

Palm Beach Daily News
THE SHINY SHEET®

NEWSPRINT PRINTING PROCESS:

Press: Web offset

Stock: 45 lb. white newsprint

AD TRANSMISSION

For questions regarding electronic submission of your ads to our Digital Ad Delivery System, E-mail us at info@pbniads.com or call us at **(561) 820-3733**.

GRAPHICS | COLOR AND PDF REQUIREMENTS

GRAPHICS

Settings for text and graphics scanned, created or altered in Adobe Photoshop, Illustrator, etc.

- Scan images at **200 dpi, 100-line**
- **CMYK color only.** No RGB or LAB colors
- No LZW compression
- No DCS entries
- No separate layers. **All layers flattened.**
- No extra channels
- No Photoshop created PDF files with layers.
- No PICT or GIF files. No low-res JPEG files.
- **Photoshop and Illustrator EPS** files preferred.
- No elements outside image area
- Convert type to paths, if font is not provided.

COLOR

• Use **CMYK only** — No Pantone®, Spot or RGB. Note: We recommend you work in CMYK mode or convert colors to CMYK *before* submitting your ad. PBNI will convert any non-CMYK color received and is not responsible for color variations that can occur during the conversion process.

• **Color proofs** are provided, as needed, for review of ad content and give only a general idea of how colors will look in the newspaper.

Note: Laser and ink jet color printers/plotters that are used for proofing are not capable of matching how colors will print on a web press.

PDF SETTINGS

PBNI's Adobe Acrobat Distiller settings are available for download at www.PBNIads.com.

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