

October 2002

Dear Advertiser:

The *Today's News-Herald* and *Parker Pioneer* prepare all pages "digitally" which means we are paginating with a Direct To Plate computer system. For those advertisers and agencies that can submit camera-ready ads this means we can **no longer accept negatives, veloxes, PMT's, Laser Prints or slicks** without having to scan them into our computer, which may degrade the quality somewhat or be impossible if the slick is too large.

We need your advertisements emailed to us at ads@havasunews.com or sent to us through AP Ad-Send at "azlhc" or placed on a floppy, zip or cd disk and sent to us.

We only have the publishing programs Quark and Creator, so we would prefer you export the ad in Adobe Acrobat **PDF format**. A PDF is preferred as it includes artwork, photos and fonts in one small file that is easy to email or even fit on a floppy disk, but is still the best for reproduction. (be sure you embed your fonts in the PDF file). If you cannot provide a PDF file, you can also export your document in TIF, JPG or EPS format. TIFF and JPG will work but can be inferior quality reproduction if not saved in high enough resolution. For EPS files, you must embed all artwork and fonts, which is usually a much larger file but results in better reproduction. If artwork is not embedded then include everything as individual files. All of these formats usually work even if you are using an IBM PC program, but allow plenty of time for us to try opening it and checking that it works properly. Send us a fax of your ad to 928-855-9892 so we know what it is supposed to look like.

We use Macintosh computers, and the programs we currently use are: Quark X-Press, Multi-Ad Creator, Adobe Acrobat, Adobe Illustrator and Adobe Photoshop. If you use Quark please make sure you include artwork, photos and fonts, which must be Type 1, or Postscript.

Artwork and photographs should be sent individually in JPG format, at a resolution of 200 dpi, not 72 dpi like most internet graphics (or 300 dpi if it is to be printed on slick color paper such as our Locator Coupon Book and Home Hunter Magazine) and a line screen of 85. The size of your artwork or photograph should be at least the size you want it to appear, not smaller. If we have to enlarge artwork, reproduction quality suffers.

When you save your file, please title it with your company name and first run date or name of item, such as: **abcshoes 10-15.pdf** or **shoephoto.jpg** but do not use a period in the name. (computers look at the 3 digit extension after any period to identify the type of file) If you are emailing a file, it should be no larger than 2 mb, or the internet servers may reject it. If the email attachment is more than 2mb, it should be divided into smaller individual emailings. A PDF file is usually very small, as are most JPG and TIFF files, but EPS files may get very large.

Microsoft Word or Works documents may not retain formatting or artwork when emailed, so only raw text survives. Try saving your document as a Rich Text Format (**RTF**) document instead, which seems to hold formatting such as bold lines. We do not have the Microsoft Publisher or Word Perfect programs, so again save them as RTF documents.

If your ad is in spot color, be sure to use **ONLY** the spot color you are buying: do not allow any other color items in the ad or the computer may not print those items. Also, do not use special PMS colors as the computer will want to use Magenta, Cyan and Yellow to make that color, which again won't work if your ad is supposed to be only spot color.

Unless your ad is in Quark (or Creator) format, we cannot make changes to it other than to cover up something with a white box and re-type it. If you need changes made you should make them and re-send the ad.

Thanks for working with us on these requirements. Sometimes technological progress brings with it some difficulties to get used to. If you have any questions or comments please feel free to call our production department or myself at (928) 453-4237.

Sincerely,

Steve Stevens
Advertising Director

