

Advertising specification sheet for The Sheridan Press

Effective 5/19/09

Because of Murphy's law (if anything can go wrong it will) we require your electronic files to be delivered two (2) days prior to publication. We do everything we can to assure proper reproduction of your ad files, but if you are not able to meet our deadline and file requirements we accept no responsibility for reproduction of your files.

The Sheridan Press page column widths are as follows:

News Display Ads are on a 6 column page: Classified Display Ads are on a 8 column page:

1 column is	2.028"	1.516"
2 column is	4.222"	3.156"
3 column is	6.417"	4.797"
4 column is	8.611"	6.437"
5 column is	10.806"	8.078"
6 column is	13"	9.719"
7 column is	11.359"	
8 column	13"	

Contact your advertising representative for our column sizes for Tabloid products.

Ads not build to the correct size will be allowed to float in the space requested by the advertiser.

Electronic files and advertising:

We are able to accept Microsoft Word 98 text files for advertising text. Please remember any formatting done on your document will be lost when we transfer the text file. If you have art or photos you want to included in your ad, please send it separate from the text, (not in a Word document). **We are not able to use Word Perfect files.**

Photo/art files may be sent in jpg, tif, eps or pdf formats. We are not responsible for the reproduction of any file that is less than 200 dpi resolution. gif files are designed for video reproduction and seldom reproduce well when used for print media, therefore we are not responsible for reproduction of this file type. Color information for these files is the same as for pdf and eps files below.

Ad files may be:

pdf, files generated in this format must have ALL of the fonts embedded in the document. The fonts should be postscript fonts to reproduce correctly, True type fonts must be converted to postscript through distiller and even then, they may not work properly on our imagesetter. If your ad is to be black and white all art work and text must be set properly in your application so no color is transferred to your pdf file. If your ad is to be color , all art work and color text must be set to cmyk output in order for it to reproduce correctly. **Files containing any art/photos or text in RGB, or spot colors not set to cmyk output will not separate properly.** pdf files should be Acrobat 5 v1.4, Postscript 1 compatible for our use. pdf files are the preferred format.

We accept no responsibility for reproduction of color ad files not built in cmyk format.

eps, files generated in Adobe Illustrator and Corel Draw must have the fonts converted to graphics to guarantee they will print. Art in these files must be imbedded in the document, if the art is not linked to the file it will not print. **Color rules for pdf files apply to eps files as well. Caution**, There are products on the market that use a number of new color palattes intended for Asia or Europe and some print shops and newspapers are having problems with them. In many cases they will not reproduce correctly in cmyk or they fail to work at all.

PhotoShop generated files can be accepted, but when used for color work, any grayscale or black areas in the files will separate to all cmyk plates and will result in a muddy appearance and/or in some cases poorly registered product.

Ad files submitted in **Quark Xpress will no longer be accepted**. There are too many issues with font licensing and we are not able to maintain enough fonts to match every possibility.

Ad files submitted in Microsoft Word will have to be re-typeset and any art/photos you wish to use must be sent separate from the document. We are no longer able to extract the art/photos from a word document.

We do not have the capability to convert Adobe Pagemaker, Indesign, Microsoft Publisher, Print Shop, Print Master or Print Artist files for our publication.

A \$75 per hour surcharge will be added if we are required to correct or revise any electronic information/ads and we do not guarantee the reults.

If your files are to big to be sent via email, you may use an FTP application such as FETCH to send your file(s) to our FTP site.

The login information you need to send a file(s) to our FTP site is:

Host: ftp.fiberpipe.net
user id: sheridanpress
password news10
dir: /myfiles

After your files have been sent to the ftp site please notify your sales rep.

This spec sheet is designed to help our customers as much as possible. If you have questions please contact your sales representative.