

Mechanicals, Measurements, Deadlines

Requirements for Digital Ad Delivery

- *Evening Post Publishing Newspaper Group, Inc.* prefers to receive ads in digital format, however veloxes or printed materials can be scanned to use in our products.
- File Requirement: PDF, Illustrator, Photoshop and Indesign files.
- Document size should equal the finished ad size. Web sizes used is 46" (see back for specs).

PDF

- PDF files should be created using Adobe Acrobat Distiller.
- Create PDF using Adobe Acrobat Distiller's high quality print setting.
- Graphics embedded in a PDF should conform to the specifications of its native programs as outlined below. (See Photoshop and Illustrator)
- Document Security should be set to "No Security" as follow: File > Document Security > Security Options: No Security > Close.

Changes to PDF files

- Do not request changes to PDF files. PDF files are intended to be production ready and are treated as camera ready art. If a change is required to a PDF file, it is best to make the changes in the native application and submit a revised PDF file.
- If changes are anticipated, an Indesign file and images should be sent, and our design staff will substitute the fonts to our system fonts.

Indesign CS6

- In addition to the document, include the fonts and images. Use OpenType - PS, OpenType - TT or TrueType and include the screen and printer files for each font if available. Images can be EPS or TIFF. Graphics placed in the Indesign file should conform to the specifications of their native programs as outlined below (see **Photoshop** and **Illustrator**)

Photoshop

- Flatten layers and size and crop images accordingly to use in document.
- Line art - 300 dpi for newsprint; 1200 dpi for magazine
- Grayscale - 130 dpi for newsprint; 300 dpi for magazine
- Color - 200 dpi for newsprint and 300 dpi for magazine saved as CMYK
- Convert all color images to CMYK. Black and white images should be grayscale or bitmap. Never save images as RGB or Duotone mode.
- If an embedded clipping path is used, it should not contain more than 500 points.

Illustrator

- Create outlines on type and "Save As" an Illustrator EPS. Document mode should be CMYK color. Graphics for black and white ads should be converted to grayscale, 130 dpi, newsprint, 300 dpi magazine. Graphics for color ads should be CMYK, 200 dpi for newsprint and 300 dpi for magazine. No RGB or Pantone. Size and crop graphics in Photoshop before placing them in an Illustrator document. Please do not use complex tiles for backgrounds.

Fonts:

Evening Post Newspaper Publishing Group, Inc. reserves the right to substitute similar fonts if a font is not supplied or is unusable with our equipment. Type smaller than 6 points may not print legibly. Serif type below 10 point will not print legibly in color or reversed out of color (white type on color background).

Newspaper Press Printing

- Newspaper printing holds 2% highlight dot and 85% shadow dot.
- Newspaper printing dot gain is about 28% in all colors with a magenta cast (about 30% gain).
- Scan images at actual output size for best image quality rather than resizing art in the software program. Be mindful that large file sizes can create output problems.
- DO NOT enlarge images more than 110% or reduce images more than 90% in the ad-building software program.
- Additional cropping of images should be done in Photoshop rather than the ad-building program to reduce file sizes.

Removable Media

- Compact Disc (CD) in Macintosh format or PC format ISO9660.

Internet E-Mail

• *Evening Post Publishing Newspaper Group, Inc.* can accept digital ad files via e-mail if the files are less than 15 megabytes. Contact your Account Executive for an email address and to place an advertising order.

AP Adsend

- For information on using this ad delivery service, call 1-800-2-ADSEND (1-800-223-7363).

FTP

• Our FTP address is <ftp.postandcourier.com>. For information on using this site, call Debbie Powell at 1-843-937-5690. This site is password protected and a login and password must be set up.

FastChannel

- For information on using this ad delivery service, call 1-866-321-3278.

Clarification

• *Evening Post Publishing Newspaper Group, Inc.* accepts ONLY the listed applications. The sender is responsible for problems caused by the design. *Evening Post Publishing Newspaper Group, Inc.* will do everything possible to make sure the file publishes properly.

Evening Post Publishing
NEWSPAPER GROUP INC.

134 Columbus Street • Charleston, South Carolina 29403-4800

For more information, please contact your Account Executive or our Advertising Department.

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Mechanical Measurements

Measurements are in inches decimal and are based on 46 inch web column widths. Printing Process: offset, 90-line screen.

For pica/point measurements, please call Advertising Production at (843) 937-5690.

ROP COLUMN WIDTHS

1	1.667
2	3.458
3	5.250
4	7.042
5	8.833
6	10.625
13 Doubletruck	22.125

CLASSIFIED COLUMN WIDTHS

1	1.069
2	2.264
3	3.458
4	4.653
5	5.847
6	7.042
7	8.236
8	9.431
9	10.625

ROP MODULAR SIZES

AD SIZE	WIDTH	DEPTH
Quarter Pg Vertical	5.25	10.5
Quarter Pg Horiz.	10.625	5.25
Half Page Vertical	5.25	21.0
Half Page Horiz.	10.625	10.5
Full Page	10.625	21.0

TABLOIDS

The Post and Courier publishes regular weekly and supplemental publication tabloids in three formats: modular, ROP and classified. Your Account Executive will advise you of the correct format to use.

1) MODULAR

Modular tabloids are published in a four-column-width format. Full page depth is 11 inches. Ads sized over 10 inches in depth will be charged as 11 inches.

Available ad sizes in this format, in inches decimal, are:

AD SIZE	WIDTH	DEPTH
Full Page	10.625	11
Quarter Pg Vertical	5.25	5.438
Quarter Pg Horiz.	10.625	2.656
Half Page Vertical	5.25	11
Half Page Horiz.	10.625	5.438
Eighth Page Horiz.	5.25	2.656

2) ROP

Charleston Scene and Business Review publish weekly in The Post and Courier and are 6-column tabloids using the "ROP Column Widths" listed above. Full page depth is 11 inches.

3) CLASSIFIED

The Saturday Real Estate Tabloid, published weekly in The Post and Courier, is an 8-column classified tabloid, using the "Classified Column Widths" listed above. Full page depth is 10.5 inches.

Deadlines

For prepared material including layout and typed copy

PUBLICATION DAY	CLASSIFIED LINE ADS DUE	DISPLAY ADS DUE
Monday	Friday 5pm	Thursday 5pm
Business Review		Thursday 5pm
Tuesday	Monday 12pm	Friday 5pm
Prerun		Thursday 5pm
Wednesday	Tuesday 12pm	Monday 5pm
Prerun		Friday 5pm
Household Helper		Wednesday 5pm
		7 days prior to publication date
Thursday	Wednesday 12pm	Tuesday 5pm
Prerun		Monday 5pm
Charleston Scene		Friday 5pm
Friday	Thursday 12pm	Wednesday 5pm
Prerun		Tuesday 5pm
TVWeek		Thursday 5pm
		8 days prior to publication date
Saturday	Friday 12pm	Thursday 5pm
Prerun		Wednesday 5pm
Automotive	Thursday 5pm	Wednesday 5pm
Real Estate Tab Photo Ads		Tuesday 5pm
Real Estate Tab	Thursday 5pm	Wednesday 5pm
Sunday	Friday 5pm	Thursday 5pm
Prerun		Wednesday 5pm

Proof Out Service

24 hour turnaround proof return available when ad materials are submitted when due.

The Post and Courier

postandcourier.com

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For more information, please contact your Account Executive or our Advertising Department. Phone: (843) 937-5468