

Getting your ad ready

We recommend the submission of electronic ads as PDFs. If submitted as a PDF and received by the Advertising Operations department before the posted deadline with correct color separation and font embedding, The Roanoke Times will guarantee 100% accuracy of the ad.

PDF REQUIREMENTS

- Prepare your PDF using Adobe® Acrobat's default 'Press Quality' job option.
- The Roanoke Times prints at 200 dpi/100 lpi.
- Make sure all of your fonts are embedded in your .pdf file.
- Convert colors to process CMYK. We do not use Pantone® color systems. (Not converting to CMYK may result in your ad running in black and white or color printing incorrectly.)
- Prepare ad for publication with no need for editing, changes or manipulation by The Roanoke Times. (If changes to your electronic ad are required, please send the ad in its native format, i.e. the software application used to create it.)
- For accurate color reproduction, we recommend photography be processed using the Newspaper Association of America's SNAP guidelines: [http://www.naa.org/Operations-and-Technology/Standards-and-Guidelines/Specifications-for-Newsprint-Advertising-Production-\(SNAP\).aspx](http://www.naa.org/Operations-and-Technology/Standards-and-Guidelines/Specifications-for-Newsprint-Advertising-Production-(SNAP).aspx)

CONVERTING FILES TO PDF

Call our Advertising Operations support team for assistance.

540-981-3454

NATIVE FORMATS SUPPORTED

We can process electronic ads in other file formats. However, due to potential support problems with non-PDF files, we cannot guarantee 100% accuracy. Supported formats:

- Adobe InDesign 1.5–2.0, CS, and CS2 (InDesign CS3 is not supported)
- Adobe Photoshop 5.0–8.0 CS
- Adobe Illustrator 6.0–11.0 CS

When you submit the ad, please include all ad elements, images and fonts.

Note: We **do not** accept Microsoft Publisher files as print-ready. We are happy to recreate Microsoft Publisher files received by the To-Be-Built deadlines.

FONTS SUPPORTED

- We support Windows compatible fonts.
- Multiple master fonts are not supported. Documents with these fonts may publish incorrectly.

TYPOGRAPHY

- For clarity and readability of black text, 8 pt. type or larger is recommended.
– 6 pt. type for disclaimers (black only)
- For copy printed in color or reversed, fonts should be at least 12 pt. or larger.
- Fonts with serifs are not recommended for reversed type.
- In order to guarantee crisp reproduction, black text should consist of only black ink (example: C=0, M=0, Y=0, K=100%).
- Solid color fields and type in your advertisement should consist of colors made from no more than three printing plates. Colors made from percentages of ink from all for CMYK plates has the potential to look muddy and move easily out of registration. (For example, a good choice for Royal Blue would be: C=100, M=70, Y=0, K=30)

PHOTO TIPS

To ensure the best quality photo reproduction, The Roanoke Times makes the following recommendations:

- Electronic images should be a minimum of 200 dpi at the size the image will be used in the ad. They can be submitted in RGB, CMYK or grayscale colorspaces, depending on your need.
- Digital photos should be submitted in digital form when possible via E-mail or CD. Cameras should be set on the highest photo-quality setting. Digital cameras less than 2 megapixels have a limited ability to produce the photo quality required for satisfactory reproduction. If you submit digital camera photos at 72 dpi, the image area must be set at 3 times the size the photo will be used. (For example, a photo that will be used at 2 in. x 3 in. in an ad must be 6 in. x 9 in. at 72 dpi when submitted).
- Photo prints should be submitted as original prints from photo developers on a glossy paper. Prints from a home printer or store kiosk are not as crisp and may not print as clearly.
- To ensure maximum print quality, it may be necessary to print a color photo as black & white if it is not of sufficient quality to reproduce well in color.
- All photos must be free from any copyright restriction or permission must be obtained by the advertiser in order to publish copyrighted material in The Roanoke Times.