

# DIGITAL PRINT AD SPECIFICATIONS

We recommend all digital files received by The Free Lance–Star be press-ready. The Free Lance–Star is not responsible for errors that may occur after prepress if the supplied file is not press-ready.

## PREFERRED PRESS-READY FORMATS

- Print-ready, high-resolution PDF files made according to The Free Lance–Star or press job option settings.
- Vector-based EPS files (i.e., Adobe Illustrator, Macromedia FreeHand) or EPS files exported from page layout applications. All fonts should be converted to outlines or fonts must be included with ad file transmission.
- Raster files (image files or Photoshop files) saved as .tiff or .eps formats.
- Please contact us for acceptable native file applications.

## UNACCEPTABLE FORMATS

- The Free Lance–Star reserves the right to reject ads submitted in an unacceptable format.
- We can not accept the following: Microsoft Word, Microsoft Excel, Microsoft Publisher, Corel Draw, Corel Word Perfect, Corel Ventura, JPEG files (.jpg), Windows Metafiles (.wmf), BMP files (.bmp), Gif files (.gif).
- Please contact us with any questions concerning formats or technical specifications.

## COLOR FORMATS

- All color must be CMYK. Spot color is not accepted.
- Use 100% black. Please avoid black made with CMYK.
- RGB, LAB Color or Index Color cannot be used for print production.

## RESOLUTION

- Use a minimum input resolution of 200 pixels per inch (ppi) for continuous tone images scanned at their final image size
- Line art requires a minimum resolution of 500 dots per inch (dpi) when outputting final size

## ELECTRONIC SUBMISSION

E–mail your ad to [flsads@freelancestar.com](mailto:flsads@freelancestar.com)

- Include:
- Advertiser name and phone
  - Ad rep name and phone
  - Ad creator name and phone
  - Digital file name and run date
  - Additional technical info if required
  - File size is limited to 8 MB. Zipped or stuffed files are accepted.
  - Transmission through FTP sites using AdSend, Ad Transit and AdCaster Agent.

## COLUMN MEASUREMENTS

We publish a 6-column broadsheet and a 5-column tabloid. Please use this guide for our column width.

ROP & Tab:	1 column—10p8	Classified:	1 column—7p2
	2 column—22p1		2 column—14p9
	3 column—33p6		3 column—22p4
	4 column—44p11		4 column—29p11
	5 column—56p4		5 column—37p6
	6 column—67p9		6 column—45p1
	11 column—119p6		7 column—52p8
	13 column—140p2		8 column—60p3
			9 column—67p10

## CONTACT US

For further assistance or information, please contact our Production Team.

- Sandy Statton 540/368-5003
- Anna Lowry 540/368-5056
- IT Help Desk 540/368-5025