PRINT SPECS

FORMAT

• PDF: Adobe Acrobat, high resolution (2400 dots per inch), press optimized, composite PDF with fonts embedded.
• Ads in page layout programs (InDesign, Illustrator, etc.) are not accepted.

PDF SETTINGS

• Make the document/page size the same as the ad size (do not place small ads on letter size pages).
• Do not use registration or crop marks.
• Set output resolution to 2400 dots per inch (dpi).
• Embed all fonts. Do not use 2-byte, 4-byte or composite fonts.
• Images must be minimum of 200 pixels per inch (ppi).

EMBEDDED IMAGES

• Minimum resolution requirements are 200 ppi for grayscale and 300 ppi for 4-color artwork. Images and logos from Web sites set at 72 ppi are NOT usable for print ads.
• Do not use the “Transparency” feature from InDesign or Illustrator. Create all transparencies in Photoshop.
• Ads running in black & white must have their images converted to grayscale. DO NOT use RGB or CMYK mode.

COLOR ADS

• A composite PDF file is required. Convert all colors to CMYK.
• RGB, Indexed or Pantone (PMS) colors must be converted to CMYK or they will not print.

PRESS

• Live area: 12” x 21” (broadsheet)
10” x 12” (tabloid)
• We do not accept bleeds.
• Line screen: 85 lines per inch
Ink density: 4-color: 240 preferred, 260 maximum.

ONLINE AD

Print ads in the Daily Journal receive an online ad.
Online ad size: 300px X 250px (JPG or GIF file at 72dpi, RGB.)
Ad will post on dailyjournal.com for 1 week and link to your company’s website.

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