FILE SPECIFICATIONS FOR PRINT ADS

Complete Print-Ready Ads

File formats
Only high resolution, print quality PDFs with fonts embedded can be accepted. PDFs should be created using Adobe InDesign or another professional quality page layout program.
Preferred output settings:

Select the High Quality Print PDF preset, then make these changes:

- Compatibility PDF 1.7
- Under compression turn off "Compress Text and Line Art"
- Turn off Optimize for Fast Web View
- Turn off Tagged PDF

We do not recommend setting print ads in Photoshop.

Resolution
Newspaper ads:
Image resolution: 200 dpi
Line art, including text set in Photoshop: 600-1200 dpi

Magazine ads:
Image resolution: 300 dpi
Line art, including text set in Photoshop: 600-1200 dpi

NOTE: Type will reproduce best if set in a page layout program. Make sure *black text is 100% black* and **NOT** made of multiple colors. Dropout (reverse) type in a black only area should be at least 10 pt.

Color space
All our products are printed in CMYK. No RGB colors.
Newspaper and magazine ad files containing RGB or spot colors will be converted to CMYK which may cause an undesired shift in color appearance.

Document size
Newspaper and Magazine ads:
PDFs should be created to the exact ad dimensions. Do NOT include extra margins, crop marks or other non-printing information.

Delivery method
Preferred delivery method for press-ready newspaper or magazine ads is via XpanceNET, using a direct link that will be provided by email once your ad has been ordered.

If unable to upload in XpanceNET, email complete, press-ready ads to:
adservices@acssyr.com
subject line:
advertiser name_insertion date_print product_sales reps last name
email message:
include contact name and information
file name:
advertiser name_insertion date_ad size

We also accept files delivered via AdSEND, Ad Transit or Fast Channel. We can download digital ads from a web or FTP site. Please provide all necessary user names and passwords.

Images, Art, Logos and Copy for ad creation:

File formats
Only PDFs, eps, tif or jpg files are accepted for artwork. Microsoft Word documents can be accepted for TEXT ONLY.

Resolution
Newspaper:
Photo images: 200 dpi
Line art and raster logos: 600-1200 dpi
Logos containing type should be provided as vector art
Screen Ruling: 100 lines per inch
Highlight Dot: Use a 2% dot for the smallest highlight meant to hold detail in halftones.
Midtone Dot: prepare materials to compensate for a 26% midtone dot gain.
Shadow Dot: 90% in shadow areas intended to hold detail. Areas greater than 90% will likely print solid.
Total ink coverage should not exceed 220%

Magazine:
Photo images: 300 dpi
Line art and raster logos: 600-1200 dpi
Logos containing type should be provided as vector art
Total ink coverage should not exceed 300%

Color space
All our products are printed in CMYK.
Files containing RGB or spot colors will be converted to CMYK which may cause an undesired shift in color appearance.

Digital Ad/Artwork Questions:
Prepress Department, 315-470-2112

Delivery method
Preferred delivery method is via XpanceNET. If unable to upload in XpanceNET, email to:
adsupport@acssyr.com
subject line:
advertiser name_insertion date_print product_sales reps last name
email message:
include contact name and information
file name:
advertiser name_insertion date_ad size

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