

AD SUBMISSION GUIDELINES

The Daily Courier
CHINO VALLEY REVIEW **PRESCOTT VALLEY TRIBUNE**

Our goal is to provide you with the best printing reproduction of your camera-ready advertisement. In order to ensure your ad prints with no issues we ask that you make sure the following suggestions are adhered to:

1. **FONTS** should be outlined. If you don't outline the text, please make sure all fonts are embedded. We cannot be responsible for fonts defaulting. We do not accept outside fonts. We use the Adobe Cloud Font library.
2. **TYPE COLOR/SIZE-** Make sure your black is **100%BLACK**, not a CMYK mix, not 0R 0G 0B, not 32R 32G 32B, not "automatic" or "rich black" or "registration". Newsprint is very thin and dries by adsorption which can cause bleeding and spreading ink. The smallest type used should not be smaller than 6pt black. We recommended that reverse type or color type be a minimum of 12pt sans serif bold. Do not set white type to "overprint" fonts.
3. **ARTWORK (greyscale or color images)** should be 300 DPI. We output **LINE ART** with 100 line screen and 1200dpi.
4. **COLOR** should be CMYK. No RGB or spot/Pantone colors will be accepted. Submitting colors other than CMYK will cause discrepancies in the reproduction of your ad.
TOTAL INK COVERAGE for color is 260% and no more than 280%.
For Black & White 80%. **DOT GAIN** is 25-30%
5. **LAYERS-** Should be flattened to a single layer. Submitting files with multiple layers may cause problems with reproduction.
6. **SIZING:** Ads should be submitted to the correct size. Please see our **ADVERTISING SIZE CHART [HERE](#)** for a breakdown of our column sizes.