

Electronic Ad Specifications

File Formats

Adobe Acrobat PDF (preferred)

Files from the following software:

- **Adobe Illustrator** – EPS
- **Adobe InDesign** – Native file, TIFF's or EPS's + fonts
- **Adobe PageMaker** (Mac 6.0, IBM 6.5) – Native file, TIFF's or EPS's + fonts
- **Adobe Photoshop** – Native file, TIFF's or EPS's
- **QuarkXpress** (version 6 or below) – Native file, TIFF's or EPS's + fonts

Non-PDF files (native files) must include all support art and fonts. All linked TIFFs, EPS files, logos, etc., and all fonts used in the ad – including fonts used to create EPS files. Be sure to include both printer and screen fonts.

Color ads require CMYK color files. All colors (spot, Pantone, RGB, etc.) must be converted to CMYK.

Non-digital ad materials (hard copies, veloxes, etc.) will be scanned, which may result in a loss of quality. The best reproduction is achieved by sending files created in one of the programs listed above.

Electronic Ad Delivery Options

Internet FTP site requires a password and user ID. Contact us using the phone numbers below.

Email (2MB or less): dat@owh.com

AP AdSEND: If you are not currently an AP AdSEND subscriber, contact them at **800-223-7363**.

Other third-party software (Ad Transit, WamNet, FastChannel): Please call to verify that we support the third-party software, and coordinate the transfer with your World-Herald Account Executive.

- **CD/DVD**
- **Super Disk**
- **USB Memory Drives**

Always send/include hard copy for verification.

Electronic Deadlines

See Advertising Deadlines. First-time users, please contact DAT for compatible file format and delivery method before the deadline.

If you have any questions, please call us:

Omaha World-Herald
Digital Ad Transfer Group
402-444-3134 or **402-444-3137**
Hours: M-F 8 a.m. - 6 p.m. CST

Print Specifications

Color Settings

- CMYK
- SWOP Newsprint
- 240-280% Total Ink Density
- GCR - Heavy Black Generation
- 20% Dot Gain
- 3% in highlights, 98% shadows
- Please avoid using Rich Black (4-color black)

Gray Bar

Our standard Gray Bar is:

- 26% Cyan
- 20% Magenta
- 15% Yellow

Halftone Art

Photographs or halftones with high contrast and a wide tonal range reproduce best. Subjects should contrast with adjacent areas by 25%.

Line Art

Lines (and the space between lines) should be at least .6 point. A photocopier can be used to check questionable areas.

Line Screen

- 120 lpi (lines per inch)

Printing Method

Offset web press

Reverse Type

Reverse type should be at least 7 pt. (bold) or 9 pt. (regular.)

Scanning

- 240 dpi (dots per inch)
- Images should be scanned as close to final reproduction size as possible. Restrict scaling to no more than 20%.

Size of Ad

The quality of reproduction may be diminished if resizing is required. Please verify column widths.