

display advertising

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pdf production guidelines

A display ad is one of the most effective, and cost-effective, ways of reaching your target demographic. The Saskatchewan Weekly Newspapers Association offers a competitive service sure to help you attain your marketing goals.

fonts

All fonts must be embedded. We prefer that you turn subsetting off. Try to use only Type 1 Postscript fonts instead of Truetype fonts. Please ensure your pdf DOES NOT include Multiple Master or CID fonts.

image resolution

Distiller should be set for Bicubic Downsampling to 200 dpi for Color and Grayscale Bitmap Images, and 600 dpi for Monochrome Bitmap images.

image compression

Grayscale and colour images should be compressed using ZIP compression and a quality setting of 8-Bit. Please don't set image compression to JPEG or AUTOMATIC. Black and white line art images should be compressed using ZIP or CCIT Group 4 compression.

colour settings

Colour settings should be set to "Leave Color Unchanged." Overprint settings should be "Preserved", but turn off Undercolor Removal, Transfer Functions and Halftone Information.

process colour ads

You should provide both a composite (CMYK) version and a 4-page pre-separated version. If you are providing only one, we need the composite.

proof your pdf

Please print and review a copy of the finished PDF file before submitting it. Check particularly to ensure that fonts are embedding properly. Ensure the file was created using Adobe Distiller.

black & white ads

Please do not use colour of any kind in a black and white ad. Don't assume that newspapers will print your ad in grayscale to remove colour. Your ad may appear on a page that is being colour separated.

spot colour ads

You should provide a composite version in CMYK, a process (4-page) pre-separated version, and a spot (2-page) pre-separated version.

advanced distiller settings

In Distiller's Advanced settings, turn on "Preserve Level 2 Copypage Semantics." Preserve OPI Information MUST be turned OFF.

security settings

Please DO NOT enable any security settings.

file compression

PDF files, by definition, are compressed. However, it is a good idea to archive prior to transmission using Stuffit (Macintosh) or ZIP (Windows) to avoid corruption during transmission.

questions?

If you have any further questions or require more information please do not hesitate to contact our Display Department at 306-382-9683 ext. 307 or email: displayads@swna.com

Quick PDF Checklist

- ✓ Fonts are all embedded and the pdf does not contain CID fonts or I have outlined text
- ✓ The pdf was created using Adobe Distiller and NOT direct from layout program
- ✓ Images are no less than 200 dpi for color or grayscale and no less than 600 dpi for Bitmap images
- ✓ OPI Links are turned off
- ✓ It's a black and white ad, there is NO colour of ANY kind appearing
- ✓ It's a colour ad utilizing CMYK only and contains NO RGB or Lab Colour
- ✓ There are no security settings