

Main Phone: 612.874.3000

Each item listed below must be adhered to for **all** digital newspaper ads. Please verify each item prior to sending. Ads printing incorrectly due to these requirements not being met are the sole responsibility of the advertiser.

✓ **File Format**

**Macintosh QuarkXPress, Adobe InDesign or PDF/X-1a files.**

- Include all graphics (EPS and/or TIFF only, no JPEG images). Embed images in EPS files (no "nested" images).
- Include all fonts – Type 1 Mac fonts preferred. True Type, Open Type and Type 3 fonts accepted.
- For press ready PDF files, fonts must be embedded.
- Do not apply style attributes (bold, italic, etc.) to text - leave style "plain".
- Minimum type size 6 - 8pt. White type on colored background – minimum 12 pt.

✓ **Ad Size**

- The document size should be equal to the live area of ad.
- Provide one file for each ad size.
- PDF files cannot be proportionally resized. Please discuss with your Traffic Manager whether exact sizes or common sized files should be provided.**

✓ **Ink Colors Defined Properly**

- Delete unused colors.
- For black and white ads: All artwork in Grayscale mode. Pantone or RGB cannot be used.
- For four-color process ads: All artwork in CMYK mode. Pantone or RGB cannot be used. No spot or index color.
- Total ink limit cannot exceed 240%.
- Highlight dot: 7 - 10%. Recommended minimum flat tint is 15%.
- Midtone dot gain is approximately 30%. A 50% dot will print at approximately 80%.

✓ **Acceptable Resolution**

- Digital images at 170 – 300 pixels/inch.

✓ **Accurate Proof Provided for QuarkXPress or InDesign files.**

- Proof made from file being sent. (A pdf file or laser proof must be provided.)
- One proof for each file size is required.

✓ **File Integrity (no corruption)**

- Files can be compressed using DropStuff™ set to binhex (.hqx) format. No self-extracting archive files.

✓ **Material Due Dates**

- All materials are due to Agenti a minimum of three days prior to the publication's material close date.
- Please check with your Traffic Manager if you will be running in a special section (i.e. travel) or a weekly publication as these may have earlier deadlines.

✓ **Transmission Method**

- Web Upload site:** <https://www.agentimediaseservices.com>

**Contact a Traffic Manager for the username and password.**

- E-mail:** [adops@agentimediaseservices.com](mailto:adops@agentimediaseservices.com) (4.75 MB limit).
- Mail:** CD-ROM or DVD.
- Ship to:** Agenti Media Services, **Attn: Ad Operations**, Two Carlson Parkway, Suite 400, Plymouth, MN 55447

**Ad Sizes**

Contact your Traffic Manager for exact publication ad sizes or common ad sizes that are specific to your media schedule.

Creative integrity of PDF files made by a party other than Agenti Media Services\* is the sole responsibility of that party. Neither Agenti Media Services, Novus or the publication can be held responsible for reproduction errors related to the PDF file. It is the designer's responsibility to meet these requirements and to create a press-ready PDF file which Agenti Media Services will send to the publication.