

THE INDEPENDENT

Serving Narragansett, North Kingstown
& South Kingstown

The Independent has been lighting the way in South County since 1997. Our publication covers the stories and events that matter to our loyal and respected readers. Award-winning and always striving to do our very best, Independent Newspapers are your one-stop media shop.

Reaching over 15,000 readers per week.

MEDIA INFORMATION

187 Main Street
Wakefield RI 02899

Mailing Address:
P.O. Box 232
Wakefield, RI 02880
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Fax 401.789.1550
www.IndependentRI.com

2019



THE INDEPENDENT

*AD SUBMISSION SPECIFICATIONS

Color and Greyscale Art (Photographs, Velox, etc.)

All scanned artwork must be scanned between 300 to 600 Dots Per Inch (DPI). The images should not be scaled beyond 75% and 125% of the image's original size.

When an image is scanned at a low resolution the pixels are larger and must represent larger pieces of the original, resulting in less picture detail, less color information, and obvious degradation in the quality of reproduction. On the other hand, scanning at too high a resolution will be counterproductive; the file size of the scanned image will be unnecessarily large.

If scanning, Line Art should be scanned at 600 dpi for the best quality output, otherwise, your risk a "jaggy" appearance in the printed image.

All color work should be in the CMYK (Cyan/Magenta/Yellow/Black) mode, this is the mode required for the printing process. If an RGB (Red/Green/Blue) file is submitted, it must be converted to CMYK. When the conversion takes place, color shifts can occur and SRI will not be responsible for those color shifts.

Digital Artwork

All digital Greyscale and Color art should be @300DPI.

The following digital file types will be accepted; TIFF, EPS, High Resolution JPEG and PDF.

Vector artwork (i.e. illustrator) should be saved in an EPS format with fonts outlined and images embedded, or all images and fonts must be supplied. When Text is converted to outlines, and proofing errors are discovered, new art may need to be submitted.

All screen and printer fonts must be provided or we will substitute with similar fonts if originals are not submitted.

**ALL BLACK TEXT MUST BE 100% BLACK ON ALL ADS, Greyscale & Color-(0,0,0,100)
ABSOLUTELY NO 4-COLOR BLACK TEXT.**

Images from the web are not suitable for printing and will not be used under any circumstances!

*SRI NEWSPAPERS will not guarantee the print quality of any ads that do not follow these SUBMISSION guidelines.

MECHANICAL REQUIREMENT

Column Sizes

6 Column Paper - Full Depth is 21.5 inches

SIZEPICAS I..... NCHES

1 column9p10.5..... 1.65

2 columns20p6 3.42

3 columns31p1.5 5.19

4 columns41p9 6.96

5 columns52p4.5 8.73

6 columns63p 10.5

6 Column Tab - Full Depth is 10.5 inches

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1 column9p10.5 1.65

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Classified

SIZEPICAS INCHES

1 column7p5.25 1.24

2 columns15p4.5 2.56

3 columns23p3.75 3.89

4 columns31p3 5.21

5 columns39p2.25 6.53

6 columns47p1.5 7.86

7 columns55p.75 9.18

8 columns63p 10.5

Double Truck

Width 129p9 or 21.625 inches

MATERIAL SPECIFICATIONS

Submitting Completed Ads: PDFs (Portable Document Format)

The Independent accepts completed advertisements in a PDF format via:

E-mail; prepress@newportri.com
(notify/cc your rep once sent) • CD
ROM • FTP site • ADSEND (Account
Needed) • Fast Channel (Account
Needed)

PDFs created in Microsoft Publisher,
Word, Excel, Photoshop, or
PowerPoint are incompatible for
publication and will be returned. The
option will be provided to have your ad
recreated by a Newport Daily News ad
designer. All PDFs received will be
processed with our preflight software
to conform to our publication
standards; some color loss may
occur if the correct color format is
not used.

Creating your own PDF Files

You can create the initial ad layouts for
your ad using most programs and
platforms, (i.e., Quark Xpress,
In-Design, Illustrator, etc, on Macs or
PCs.) Your original ad should contain
line screens of 100 lpi, halftones
should be at least 120 dpi, and all
color elements (text, art, and photos)
should be a CMYK format. Once the
ad is created it needs to be converted
to a PDF. Several of the most popular
design programs allow you to create
PDF files using a plug-in or
pre-installed part of the program to
export as pdf. Please avoid making
PDFs this way. Do not create PDF files

with Adobe PDF Writer or any on-line
sources. PDFs should be created
using Acrobat Distiller.

Distiller Requirements (to create PDFs);

The Newport Daily News will provide
our distiller settings by request.

- All fonts should be embedded in the file
- In Color Management Policies select
Leave Color Unchanged.
- Use only grayscale for all black and
white ads.
- OPI should be turned off - you can find
this in your Distiller settings
- All pdfs should be saved to be
compatible with Acrobat 4.0 (1.3) or
Acrobat 5.0 (1.4). Higher versions could
result in lost/dropping out pieces that
may not be noticed and will run
incorrectly.
- Do not use TrueType, Type 3 or Multiple
Master fonts in PDF documents.
- Adobe documentation instructs the use
of PostScript Level One fonts for PDF
documents.

**Please do not send completed ads
in jpeg format — it will appear to
reproduce “fuzzy” or blurry, and will
be returned.**

Submitting Ad Copy and Art; Supplying Text and Art.

If you are interested in The Newport
Daily News designing your ad, you can
submit the information via:

- E-mail; prepress@newportri.com
- CD ROM
- FTP site

Submit artwork as a .tif or .jpeg and
text can be submitted as a Microsoft
Word File or copied onto your Email
cover letter. Please include your
advertisements publication date,
newspaper and your sales rep.

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