

Electronic Ad Specifications

Ads that are completely camera ready, that require no changes and that are sized to our column format should always be sent as a **PDF** with all fonts embedded. Other formats are not camera ready. West Point News considers a camera ready job to be any digital file submitted with the intent to be printed **as is** with no additional design work. Check to see that ad dimensions are correct. Ad dimensions should be the final print size.

Proofreading Copy

West Point News does not provide proofreading for camera ready files; however, a proof will be provided. Our staff makes every effort to avoid errors and to question material that does not appear to be correct. We cannot take responsibility for the accuracy of material printed if it is not proofread by you. We strongly advise that you carefully proofread your own ad.

File Formats

Adobe Acrobat PDF (preferred, fonts must be embedded)

Files from the following software:

- **Adobe Illustrator** — EPS + fonts
- **Adobe InDesign** — Native file, TIFF's or EPS's + fonts (packaged)
Adobe InDesign CS6 or older (newer InDesign files must be saved as .idml files)
- **Adobe Photoshop** — Native file, TIFF's or EPS's

West Point News does not accept Corel Draw, Publisher or Powerpoint files.

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

Color ads: All color ads must be black plus one Pantone/spot color (not CMYK, RGB, etc.). Please use **Pantone Reflex Blue U** or **Pantone 185U** only. CMYK color profiles are only used when you specifically want your ad to print in process color. Additional color charges may apply.

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.

Size of ad: The quality of reproduction may be diminished if resizing is required. Please verify column widths (see next page for dimensions).

Images should not be copied from the internet. Low resolution files may not be legible once printed.

Electronic Ad Delivery Options

- **Email** (your advertising representative):
Karey Rahn — admanager@wpnews.com
Lynsi Ell — adrep5@wpnews.com
Karlie Cole — adrep7@wpnews.com

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

Always send/include hard copy for verification.

Electronic Deadlines

Contact an advertising representative for file format, delivery method and deadlines.
If you have any questions, please call using the phone numbers listed below.



Print Specifications

Color Settings

- PMS Spot Color
- SWOP Newsprint
- 240-280% Total Ink Density
- GCR - Heavy Black Generation
- 20% Dot Gain
- 3% in highlights, 90% shadows
- Please avoid using Rich Black (4-color black)

Halftone Art

Photographs or halftones with high contrast and a wide tonal range reproduce best. Subjects should contrast with adjacent areas by 25%. Photos should be submitted as high resolution JPEG, TIFF or PSD files. Color and grayscale images should be scanned at 400 ppi or higher.

Line Art

Lines (and the space between lines) should be at least .6 point. Line art should be scanned at 600-800 ppi or higher.

Logos

Logos should be sent as high resolution TIFF or EPS files.

Scanning

Images should be scanned (see ppi above per type of image) as close to final reproduction size as possible. Restrict scaling to no more than 20%. Low resolution files are not guaranteed to be legible once printed.

Line Screen

75 lpi (lines per inch)

Printing Method

Offset web press

Reverse Type

Reverse type should be at least 10 pt. (bold) or 12 pt. (regular).

WEST POINT NEWS and Elkhorn Valley Shopper

Hours: M-F 8:00 a.m. - 5:00 p.m. CST ▪ 134 East Grove ▪ P.O. Box 40 ▪ West Point, NE 68788

Phone: (402) 372.2412

(800) 372.2461

Fax: (402) 372.3530

Website: wpnews.com

Column Widths and Ad Sizes



Newspaper – Full Size Broadsheet

Columns	Width Inches	Width Picas
6	13	79p0
5	11	66p0
4	8.75	52p6
3	6.5	39p0
2	4.25	25p6
1	2.08	12p6

- Full page depth.....21"126 picas
- Full page width.....6 columns
- Advertising exceeding 18 1/2 inches in depth charged full depth (21")
- Advertising is measured in 1/2" increments. Any measurement between halves is billed to the next higher half inch.

Shopper

Columns	Width Inches	Width Picas
6	10.3	62p0
5	8.58	51p6
4	6.8	41p0
3	5.1	30p6
2	3.2	20p6
1	1.58	9p6

- Full page depth.....13.3"80 picas
- Full page width.....6 columns
- Front page dimensions.....10.3" x 11.3" 62p0 x 68p0 picas

Tabs – Modular

Ad Sizes	Inches	Picas
Full Page	9.8x12.8	59p0 x 77p0
1/2 Page Horizontal	9.8x6.3	59p0 x 38p0
1/2 Page Vertical	4.8x12.8	29p0 x 77p0
1/4	4.8x6.3	29p0 x 38p0
1/8	4.8x3.08	29p0 x 18p6
1/16	2.3x3.08	14p0 x 18p6

Print Specifications

Photographs

Photographs or halftones with high contrast and a wide tonal range reproduce best. Subjects should contrast with adjacent areas by 25%. Photos should be submitted as high resolution JPEG, TIFF or PSD files. Color and grayscale images should be scanned at 400 ppi or higher.

Images should not be copied from the internet.

Low resolution images sent from cell phones will not be accepted.

Low resolution files may appear blurry once printed.



High resolution example



Low resolution example

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