

SAN JOSE MERCURY NEWS

HOW TO SEND A PROMOTIONAL AD

revised 2/04

ART DEADLINE: _____ AD INSERT NUMBER: _____

TECHNICAL QUESTIONS: (408)278-3412 AD RECEIPT: (408)920-5014

AD SCHEDULING SPONSOR CONTACT: _____

DEADLINES

If ad materials are not received by the deadline, we cannot guarantee that your ad will run. If you anticipate missing the deadline, please call the person who arranged for your ad space.

DISPLAY ADS SIZES

We measure our ads columns x inches. For example, a 2x8 means two columns wide and eight inches deep (16 column inches). Including the gutters (space between columns), the columns measure:

EDITORIAL (ROP)

1 column - 10p11 (1.81")
2 columns - 22p7 (3.75")
3 columns - 34p3 (5.69")
4 columns - 45p11 (7.63")
5 columns - 57p7 (9.56")
6 columns - 69p3 (11.5")

CLASSIFIED

1 column - 6p5 (1.06")
2 columns - 13p4 (2.25")
3 columns - 20p4 (3.38")
4 columns - 27p3 (4.56")
5 columns - 34p3 (5.69")
6 columns - 41p2 (6.87")
7 columns - 48p2 (8.00")
8 columns - 55p1 (9.19")
9 columns - 62p1 (10.31")
10 columns - 69p3 (11.50")

ACCEPTABLE FILE FORMATS

- PDF
- Quark – Macintosh Platform Only
- Illustrator – Macintosh Platform Only
- Photoshop – CMYK / Greyscale EPS/TIFF Files Only
- Camera Ready – Velox/Negatives
- Call for other formats (408) 278-3412

OTHER PROGRAMS

If you are unable to provide electronic versions of your ad under these technical specifics please provide a "camera-ready" version of the ad for us to scan in.

PLEASE ALLOW AN EXTRA 2-3 DAYS LEAD TIME.

HOW TO SEND YOUR FILES

IMPORTANT - All files must have **ad number** in filename and on any printed proof or fax.

Call (408) 920-5014 to confirm receipt of your ads.

FTP

Host = ftp.sjmercury.com

User ID = genads

Password = 25sjads

Directory = (leave blank)

- Call (408) 278-3412 for FTP assistance.

BY E-MAIL (emailed files must be **under 2 megabytes**)

- E-mail to: **promotionalads@mercurynews.com**
- Ads must include ad number and organization name.
- Use compression software before sending by e-mail.

BY MAIL

- Ads must include organization name, ad number and proof
- ZIP, Floppy, CD, Camera ready
- **Marketing Communications**
URGENT: Promotional ADS
750 Ridder Park Drive
San Jose 95190

Regardless how you send us your files, if it is your first time sending to us and you have technical questions, call the Digital Ad Team at (408) 278-3412. We will help. PDF files sent to our FTP site is the safest format, but they also do not offer much flexibility. If there is a last-minute problem with the ad's content, we will not be able to help, so make sure you follow the specs to the letter.

For greatest flexibility, we suggest you send your file using Quark or Illustrator.

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TECHNICAL SPECIFICS

FILE SPECIFICS

QUARK (macintosh platform only)

- Include all placed images (in same folder as Quark file)
- Include all fonts used (in same folder as Quark file)

NO TRUETYPE FONTS

- Make sure document size = ad size
- Under General Prefs, set Horizontal and Vertical Measures to picas
- Under general Prefs, set point/inch to 72.27
- Remove all spot colors and/or unused colors
- Attach a proof.

ILLUSTRATOR (macintosh platform only)

- If you are placing bitmap images from other programs: Save as Illustrator file and include placed graphics
- If you are not placing bitmap artwork:
Save as illustrator 6.0 eps file (level 1 postscript)
- Outline all fonts
- Remove all spot colors and/or unused colors.
- Attach a proof.

PHOTOSHOP

- Convert all files to either CMYK or GREYSCALE
- EPS or TIFF file formats

PDF

1. Inside Acrobat Distiller, find the Xtras folder. Inside will be a folder called high_end. Inside this folder are two files: prologue.ps and epilogue.ps. Place them in the same location as the Distiller program
 2. Choose Job Options (Distiller menu) and change the settings to match the PDF settings on the back of this page
 3. Drop your postscript file onto Distiller and send us the resulting PDF file.
- Attach a proof.

INDESIGN

- We **CANNOT** accept Adobe InDesign documents at this time.

LOGOS

Current most current logos can be obtained by going on-line and visiting www.mercurynews.info/logos. You may also call **(408) 920-5014**. You can also request logos by email at promotionalads@mercurynews.com.

All promotional ads restrict the use and inclusion of other logos. **No other co-sponsor logos should be included in the promotional ads, except non-competitive reciprocal media logos** (radio/TV), when mutually agreed upon. All other sponsor logos/names must appear in typeface only. All promotional ads will include the Mercury News logo and other Mercury News related logos as stated in your promotional or sponsorship agreement. Please refer to your agreement regarding this policy. Any artwork submissions that do not meet the logo standards will be returned to you for revision that may cause a delay in the publication of your ad.

OUR PRESSES

B+W: 85 lpi, Approx. 30% dot gain at midtone; 15% in the shadows and high-light.

Color: Always CMYK (please convert all sport colors). 100 lpi. Advise you provide extra time for us to color correct any pictures (if there is no time, use SWOP-Newsprint settings). Maximum ink coverage 240%

PHOTOS

- B+W: 170dpi or CMYK: 200 dpi
- EPS or TIFF file formats

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CREATING PDF FILES USING ADOBE ACROBAT 4.0

After a valid postscript file is produced from your layout program, you can use Acrobat Distiller's Drag-and-Drop capability to create the PDF file. However, you must first set Distiller's Job Options Settings to create PDF files suitable for high-end printing.

Changing Acrobat 4.0 Distiller's Job Options Settings:

1. Launch Acrobat 4.0 Distiller.
2. Under the Distiller pull-down menus, choose "Font Locations". It is very important that Distiller have the proper link to all font information you will use when creating PDFs. This dialog box displays a list of the font locations which the application references when distilling PDF files. You should only use Postscript Type 1 fonts and not TrueType. Be sure to add all font locations whether they are on your local Mac or network, keeping in mind that you must activate folders within folders to select nested fonts. To add font locations, click ADD and navigate to the font location you wish to add.
3. Now choose Job Options and enter these settings:

GENERAL:

- File Options>Compatibility>Acrobat 3.0
- ASCII Format is unchecked
- Optimize PDF is unchecked
- Generate Thumbnails is checked
- Set Resolution to 1200 dpi
- Binding: left

COMPRESSION:

Color Bitmap Images

- Check and select "Bicubic Downsampling at" and set to 200 dpi
- Check Compression and select "Automatic" and set Quality to "Medium"

Grayscale Bitmap Images

- Check and select "Bicubic Downsampling at" and set to 200 dpi
- Check Compression and select "Automatic" and set Quality to "Medium"

Monochrome Bitmap Images:

- Check and select "Bicubic Downsampling at" and set to 800 dpi
- Check Compression and select "CCITT Group 4"
- Check "Compress Text and Line Art"

FONTS:

- Check "Embed all Fonts"
- Check "Subset All Embedded Fonts Below" and enter "100%"
- When Embedding Fails: select "Cancel Job"

COLOR:

Conversion:

- Select "Leave Color Unchanged"
- DO NOT** select the following three options:
- "Convert Everything for Color Management"
 - "Convert only images for Color Management"
 - "Convert All Colors to CalRGB"

Assumed Profiles: (ignore)

Options:

- Check "Preserve Overprint Settings"
- Uncheck "Preserve Under Color Removal and Black Generation"
- Check "Preserve Transfer Functions"
- Uncheck "Preserve Halftone Information"

ADVANCED OPTIONS:

- Uncheck "Use Prologue.ps and Epilogue.ps"
- Uncheck "Allow Postscript File to Override Job Options"
- Check "Preserve Level 2 copypage Semantics"
- Uncheck "Save Portable Job Ticket inside PDF file"

DOCUMENT STRUCTURING

CONVENTIONS (DSC):

- Check "Process DSC"
- Uncheck "Log DSC Warnings"
- Uncheck "Resize Page and Center Artwork for EPS Files"
- Check "Preserve EPS Info from DSC"
- Check "Preserve OPI Comments"
- Uncheck "Preserve Document Info from DSC"

Ignore Default Page Size (leave at defaults)

Once these settings have been assigned, you may use the Drag-and-Drop feature of Acrobat Distiller to process your postscript file.

The San Jose Mercury News FTP Site

Thank you for your interest in using the SJMN FTP site for sending your advertisement files.

Here is the URL address:

ftp://genads:25sjads@ftp.sjmercury.com/user/people/getads

or, if you use Fetch as your FTP utility,

Host = ftp.sjmercury.com

User ID = genads

Password = 25sjads

Directory = (leave blank)

When using a browser such as Netscape, once logged onto our site, you will see a grey window with the words "Current directory is/"; when using an FTP utility, "getads" will be the destination.

At this point, just drag and drop your final compressed file onto the grey area, click once with your mouse and answer the prompt to UPLOAD.

We prefer that you transmit your files in Adobe Acrobat PDF format or as a compressed postscript file. If submitting ads in their native file formats, please keep in mind that only files created on Macintosh platform, (please compress or we won't be able to use what you give us!) will be accepted as uploads. Any variance from these requirements must be approved by the Digital Ad Team before transmission.

After transmission is complete, please fax us a copy of the final ad layout so that we may check for any transmission errors. Include on your fax any other pertinent information, (e.g. the file name, the client's name, your San Jose Mercury News contact person, the size of the ad, and your phone number in case we need it). A phone call to the Digital Ad Team to alert us that a file is available for downloading would also be helpful.

Thank you for advertising with the San Jose Mercury News.

Digital Ad Team, SJMN

(408) 278-3412 FAX (408) 278-3446

email(correspondence only):

gtfrolli@mercurynews.com