

# Ready-to-Print (RTP) Specifications for Designers

A PDF of these specs can be found at: [www.expresscincinnati.com/advertise](http://www.expresscincinnati.com/advertise)

Email files: [adfiles@expresscincinnati.com](mailto:adfiles@expresscincinnati.com) | Questions: 513-771-5088 | Large files: email for FTP info



Ready-to-print (RTP) means your ad is PROFESSIONALLY prepared to our specifications, fits one of our standard sizes, and requires no additional work or resizing by us. If you cannot provide the above, contact us well ahead of deadline to discuss design, layout and cost.

It is the ADVERTISER'S RESPONSIBILITY to provide these specs to their designer and to PROOF their ad carefully. Express cannot be held responsible for ads that print poorly because these specifications were not followed or for errors in RTP ads. Ads with major problems will be RETURNED for correction.

We want your ad to be successful. We will work with designers to achieve the best print results – call or email.

## Why newsprint is different

Most print display ads today are designed for sheet-fed, coated paper stock, such as a glossy magazine or postcard. Express is printed on NEWSPRINT on a WEB PRESS. It is the DESIGNER'S RESPONSIBILITY to understand the limitations of this type of printing in order to design the ad and set up the file for optimal results.

**Dot Gain:** Newsprint is uncoated. There is a 30% dot gain on press, so small type and graphic details can fill in as the ink spreads. Photos darken and lose detail.

**Ink Coverage:** Newsprint can only absorb a limited amount of ink. Too much ink can show through the paper and also rub off on the facing page, compromising other ads or editorial.

**Registration:** We print on a 4-color (CMYK) web press. As the roll of paper is fed through the press, it can stretch and affect the registration of the color plates. The best defense is to design ads that do not rely on perfect registration for readability.

## Tips for better newsprint ads

- **PHOTOS (COLOR & B/W):** Images that look fine onscreen, can look dark and muddy in newsprint. Adjust the tone curves in your photos to LIGHTEN and HEIGHTEN CONTRAST in shadow areas to avoid losing detail through dot gain.

- **SMALL TYPE:** We strongly recommend small type (12 pts. and below) be 100% K, set to OVERPRINT. Small type that is a mixture of inks can be fuzzy if registration is off even slightly. Do not knock out type below 12 pts. Avoid small text as a screen percentage of a solid ink (i.e., do not use less than 80% K text in a B/W ad.)
- **AVOID SMALL REVERSED-OUT TYPE:** If you must use small reversed-out type, it looks best:
  - over 12 pts. and bold for serif fonts
  - over 7 pts. and bold for sans serif fonts
  - reversed-out of solid (100%) C, M, or K (not Y)
- **BACKGROUNDS AND COLOR:** Adjust colors in your ad to a mixture of no more than 220% total ink. Check deep browns, reds, blues and blacks. Screened backgrounds with text overprinting should be no more than a 25% screen. Remember, colors will reproduce darker on press than on computer screen.
- **DESIGN:** Some ways to make your ad stand out and look great (even in black & white): High contrast • Simplicity, less clutter • Some white space or quiet space • Avoid too much copy and tiny elements • Eye-catching graphics • A clear hierarchy of communication • Of course, a compelling message is a MUST!

## All ads should be ADOBE PDFs

**CREATE ADS IN A PAGE LAYOUT PROGRAM:** InDesign CS3 is preferred, Quark and Illustrator are acceptable. Save file to the correct size. NO CROPS OR BLEEDS.

**DO NOT CREATE ADS IN WORD:** MS Word docs or PDFs saved from Word are NOT ready-to-print. You may send a Word file to indicate your desired layout, but the ad will need to be recreated by our designers and will incur production charges.

**AVOID CREATING YOUR AD IN PHOTOSHOP:** Photoshop is for photo editing – NOT page layout or color separation. Ads created in Photoshop may have unexpected print results.

## Before saving your PDF

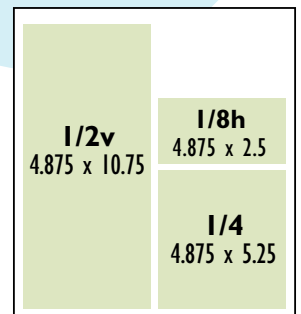
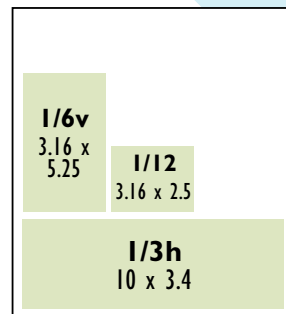
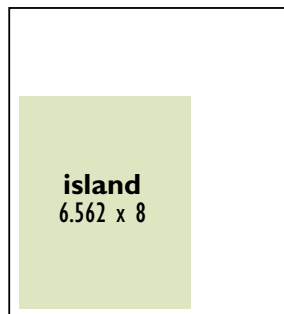
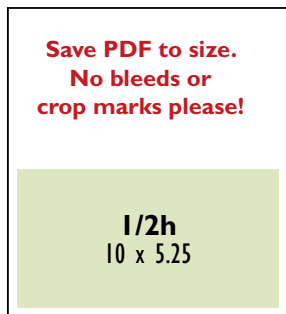
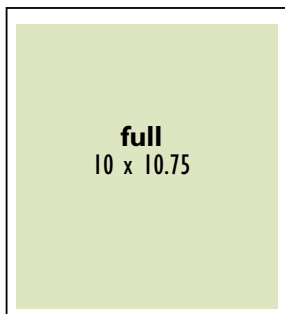
- FLATTEN ALL TRANSPARENCY** in Illustrator or other vector files before saving final PDF or placing file.
- PLACED FILES:** Convert color images to CMYK and place at no less than 200 ppi @ 100%. Convert small logos (i.e. sponsor logos) to grayscale images, or 100% K if vector. Save as TIFF or EPS with NO color profiles. No JPEGs or GIFs!
- NO RGB, PANTONES OR SPOT COLORS:** Convert all photos, graphics & spot colors to CMYK PROCESS. Double check this in your Swatches palette.
- B&W ADS:** Convert all images to GRAYSCALE before placing in your layout. All type and graphics in the ad should be black (K) only and not a 4-color black.

## Use these Acrobat settings:

- Please **NAME FILE** with the **ADVERTISER and ISSUE** – do not call it “express\_ad.pdf.” Thanks in advance.
- Select [**PRESS QUALITY**] setting.
- FONTS:** Embed all fonts (default)
- COMPRESSION:** Use 200 ppi downsampling for color and grayscale images (photos). Use 1200 ppi downsampling for monochrome images (line art).
- OUTPUT:** No color conversion, Don't include profiles.
- CHECK** your PDF in the Acrobat Output Preview palette for color space, separations and ink coverage.

## Ad Sizes

Full page: 10" w x 10.75" h  
 Island: 6.562" w x 8" h  
 1/2 horizontal: 10" w x 5.25" h  
 1/2 vertical: 4.875" w x 10.75" h  
 1/3 horizontal: 10" w x 3.4" h  
 1/4 page: 4.875" w x 5.25" h  
 1/6 vertical: 3.16" w x 5.25" h  
 1/8 horizontal: 4.875" w x 2.5" h  
 1/12 page: 3.16" w x 2.5" h



## Express Cincinnati 2010 Deadlines & Publication Dates (print & digital editions)

	ISSUE 1 FEBRUARY	ISSUE 2 MARCH	ISSUE 3 APRIL	ISSUE 4 MAY	ISSUE 5 JUNE	ISSUE 6 JUL/AUG	ISSUE 7 SEPTEMBER	ISSUE 8 OCTOBER	ISSUE 9 NOVEMBER	ISSUE 10 DEC/JAN
<b>(Deadline: Friday)</b>	(Jan. 15)	(Feb. 12)	(Mar. 19)	(April 16)	(May 21)	(June 18)	(Aug. 6)	(Sept. 10)	(Oct. 15)	(Nov. 12)
<b>Available: Wednesday</b>	Feb. 3	Mar. 3	April 7	May 5	June 9	July 7	Aug. 25	Sept. 29	Nov. 3	Dec. 1