

# DIGITAL FILES GUIDELINES

ao | advertising operations

FLORIDA PUBLISHING GROUP



ELECTRONIC  
F I L E S  
GUIDELINES

The Florida Publishing Group processes hundreds of electronically transmitted ads every week. Following a few simple guidelines will help ensure that your ad **prints properly**. In addition to adhering to the following technical details, *please* make sure that the appropriate information is transmitted along with the file.

There is only one method of digital file delivery in the Digital Preflight Department:

- AdDesk (<http://www.tampabayadservices.com>)
- **All ad service bureaus' files come through AdDesk.**
- AdSend - received through AdDesk
- AdTransit - received through AdDesk
- AdDirect - received through AdDesk
- WAMNET - received through AdDesk
- FastChannel - received through AdDesk

If you have any **questions**, please do not hesitate to **call** the Preflight Department,

**813-259-8248 or 8249.**

# O V E R V I E W

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## ELECTRONIC F I L E S GUIDELINES

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### **Preferred File Formats**

**PDFs, EPS, TIFF Files:** The preferred file type is an Acrobat PDF with the fonts embedded and all colors converted to CMYK. To properly create a PDF file, refer to the *Graphic Guidelines* and the *Creating Postscript Files* sections.

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### **Unsupported Program Formats**

The following files are not acceptable at this time - Publisher, Pagemaker, Corel Draw, or Freehand. These files must be converted to either PDFs. Microsoft Word and Powerpoint document either. MS Word files are accepted for text only.

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### **CD, JAZ, ZIP or Floppy Disk -**

- **must** include a directory of the files on the disk
- hard copy of the file
- Highlight the files that are to be used and indicate if it is a Mac or PC file.
- The disk should include all file building elements (i.e. Quark document, .tif, .eps, etc.) with the proper file extensions (.qxd, .tif, .eps, etc.) added to the name of the file. It must also include the fonts (printer and screen fonts for Mac files).

Any questions should be directed to the Preflight Department at 813-259-8248 or 8249 or contact Richard L. Powell, Digital Preflight Supervisor, at 813-259-7475.



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# GRAPHIC GUIDELINES

The following is a guideline for submitting your advertising files electronically to The Tampa Tribune for publication.

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## Fonts:

- All fonts should be Adobe Type 1 postscript fonts.
- Both the postscript (printer) and the suitcased (screen) fonts must be provided when submitting the raw document files. If available, you should provide both the Mac version and the PC version of those fonts. (The Tribune is moving away from the Mac platform and onto the PC platform).
- With PDF files, all of the fonts must be embedded. If you are using True Type fonts, please do not use the measurement tool bar in Quark to Bold or Italicize copy. You should only use fonts and their type faces that are actually loaded on your machine. The the total responsibility of accurate PDFs lies with the submitting agency or client.

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## Software

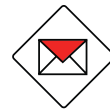
The Florida Publishing Group currently uses:

- QuarkXpress v4.1 or Adobe InDesign 2.0 / CS
- Adobe PhotoShop v6.0
- Adobe Illustrator v9.0
- Adobe Acrobat v5.0

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## Support Files:

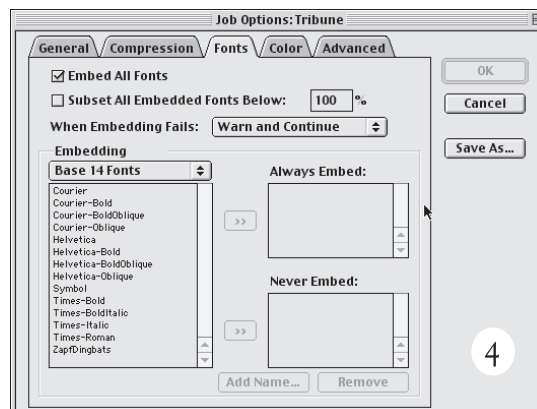
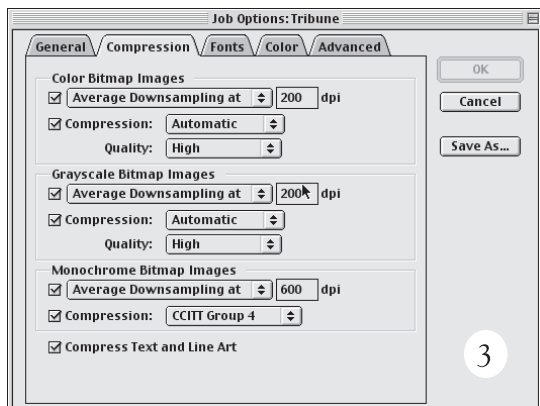
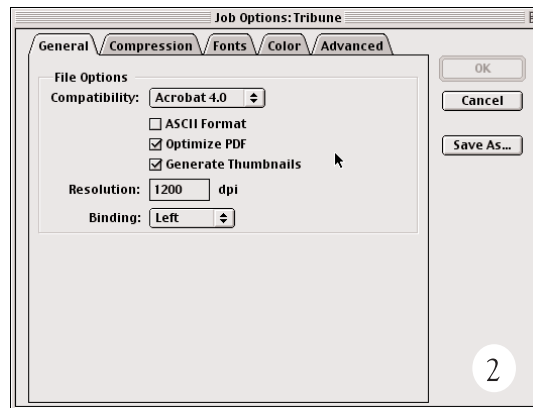
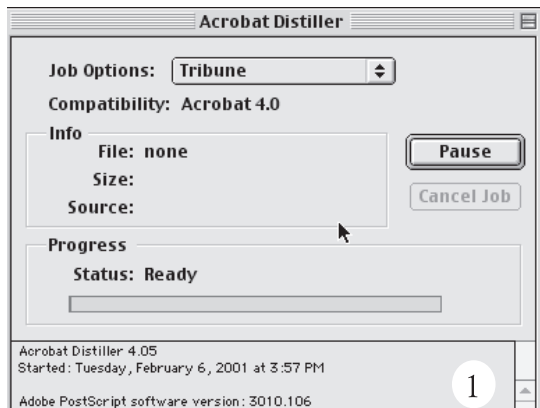
- All support files should be either Adobe PhotoShop .tif or .eps; if file has clipping paths files or Adobe Illustrator .eps files. No .wmf files please.
- PhotoShop files:
  1. should be saved as .tif files (if no clipping path) or .eps files (if file has a clipping path).
  2. EPS files should be saved with a Preview of either 8-bit tiff (PC) or Macintosh 8-bit tiff (Mac) and an Encoding of Binary (Mac) or ASCII (PC). No file should be saved with a JPEG High Res encoding.
  3. All color files must be converted to CMYK.
  4. Clipping Paths for .eps files have a flatness of nothing. No numerical determination at all.



5. All grayscale and color photos should be toned to allow for a 30-35% press, or dot, gain. Line screen should be 100 lpi (200 dpi)
- All Illustrator files:
    1. must be saved as Illustrator EPS files.
    2. If the file is built in layers, flatten all layers.
    3. Use only CMYK colors for process jobs. No Pantone (PMS) colors should be used without being converted to CMYK. *Warning: When converting Pantone colors to CMYK, additional black is usually added to the color, darkening the color and can create a muddy look to that color.*
    4. The files should be saved in its current version as a level 2 file.
    5. Ads that are built in Illustrator will need to have all fonts converted to Outline (vector) to avoid any font issues and any PhotoShop files need to be embedded when the file is saved.

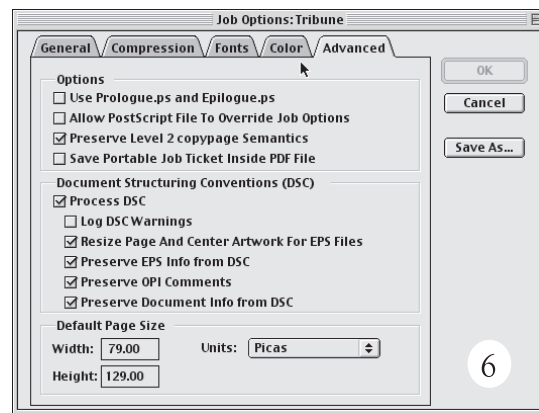
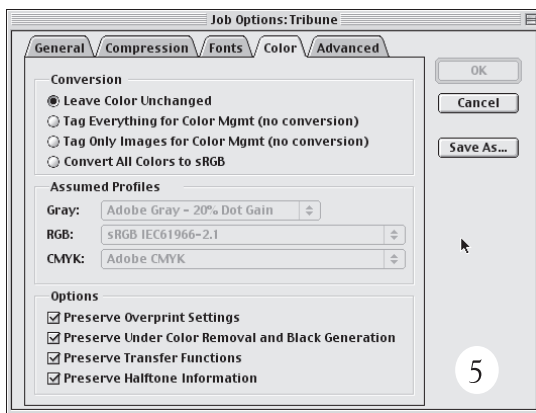
## PDF Files:

PDF files are our preferred file format. It is suggested that you create a Job Option for Tribune publication with the following setup. With the new versions of Acrobat you can print directly to Acrobat Distiller and it will create a PDF file for you and open it in Acrobat, but your job option within Distiller should still be set up as described below.





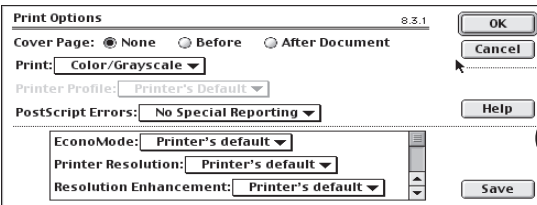
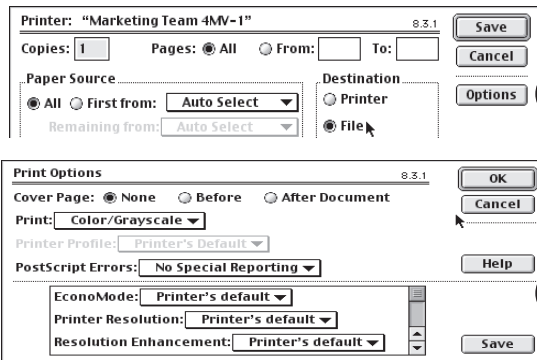
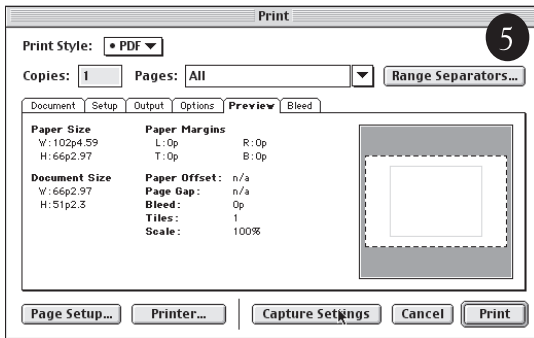
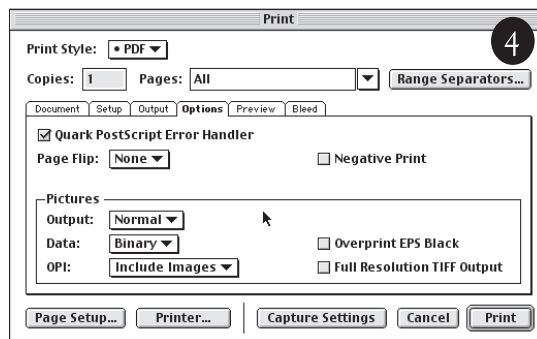
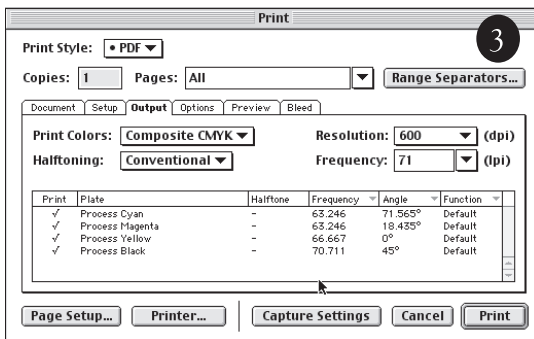
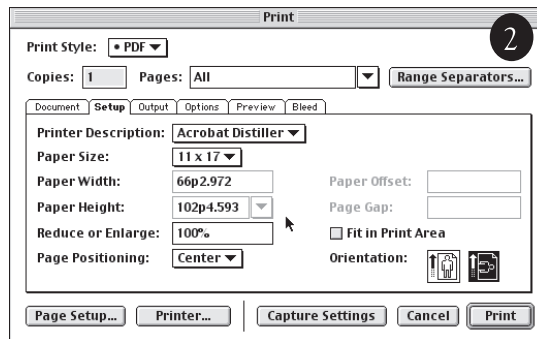
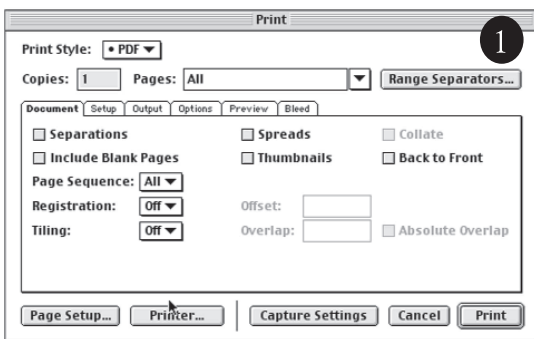
# ELECTRONIC F I L E S GUIDELINES



PDF files are the sole responsibility of the ad agency and/or client. Problems with these files will be referred back to the submitting party for changes and resubmission.

E-mail is not the most reliable way to submit a PDF file. It is recommended that they should be transferred to the Tribune FTP site or through an ad transfer agency such as AdSend, Wam!Net, B-Link, etc. Sending files by way of e-mail can and does corrupt files.

## Creating a Postscript File for Acrobat Distiller



# THE TAMPA TRIBUNE

LIFE. PRINTED DAILY.

SUNBELT NEWSPAPERS

HERNANDO TODAY

HIGHLANDS TODAY

SUNCOAST NEWS

## AdDesk

for Agencies, Clients and Freelance Artists

### AdDesk

#### Purpose:

**AdDesk allows agencies, clients and/or freelance artists to:**

Submit completed digital ads (in PDF format) or digital ad materials (photos, logos, artwork, etc.) to The Tampa Tribune and its associate publications. The service is **FREE** to all users that sign up as members. It only requires a computer with internet connection and an internet browser like Netscape or Microsoft Internet Explorer. It can be used by either a Mac or PC user.

<http://www.TampaAds.net/AdDesk/Htmlfiles/Home.jsp>

1

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<http://www.TampaAds.net/AdDesk/UserMembership/Membership.jsp>

#### How to Get Started with AdDesk

You will need to sign up as a Member.

#### A. Setting Up Your Account

1. Go to the web site at **<http://www.TampaAds.net>**.
2. Click on link for "Membership" under the My Account heading
3. Click on button to "Register for FREE Membership."
4. Be sure to fill in all information with an asterics (\*). (The other fields are not required but essential for quick processing.)
5. Check the E-mail button for notification and click the "Submit" button.

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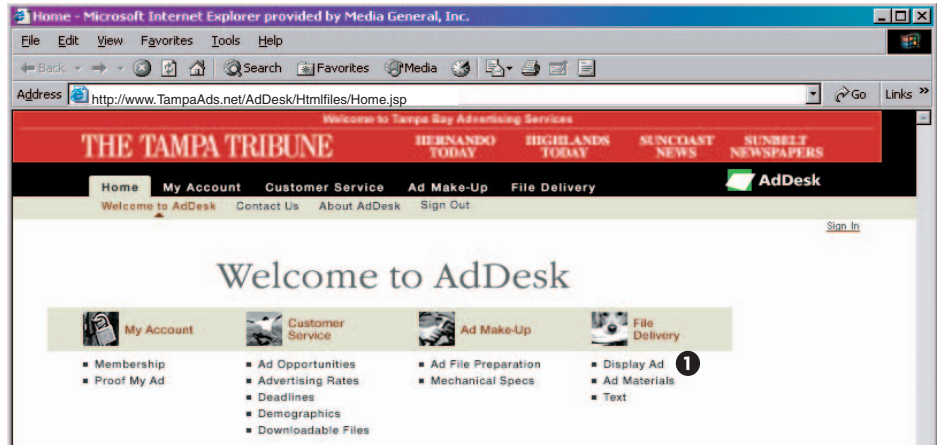
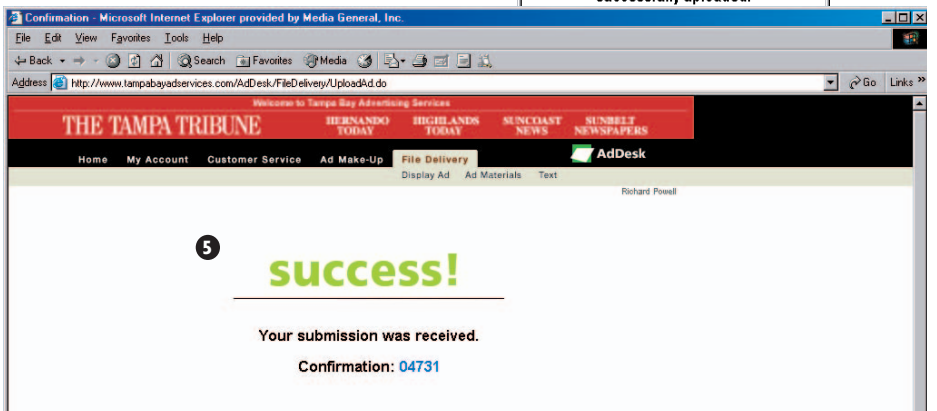
Membership application is complete.

If you need assistance setting up your account, contact the Digital Preflight Department at 259-8248 / 8249.

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## B. Submitting Complete Ads

1. Under “File Delivery” on the home page of AdDesk, click on the link for “Display Ad”.
2. Complete all the information on the “Submit Complete Ad” screen.
3. Complete the “File Information and Upload” section then browse to the file on your computer.
4. Check the “I have read . . .” button and click the “SUBMIT” button.
5. You should then get a “Success” screen that will give you a confirmation number. Copy down that number or print out the screen.

## C. Submitting Ad Materials

1. Under “File Delivery” on the home page of AdDesk, click on the link for “Ad Materials”.
2. Complete all the information on the “Submit Ad Materials” screen.
3. Complete the “File Information and Upload” section then browse to the file on your computer.
4. Check the “I have read . . .” button and click the “SUBMIT” button.
5. You should then get a “Success” screen that will give you a confirmation number. Copy down that number or print out the screen.

