

■ Submitting Ads:

The Tri-City Herald accepts electronic/digital advertising in Macintosh format.

• Internet - FTP Server

Each client is given their own Tri-City Herald FTP site account and private password. To initiate account setup please contact your sales representative. After account set up, ad submission is then completed by accessing **<http://ftp.tricityherald.com:800>** enter proper information at the prompts.

• E-mail

Small ads containing mostly text, we suggest emailing the ad. For large files please compress into a single directory before uploading using Stuffit. e-mail ads to:
ads@tricityherald.com

• Compact Disk

The Tri-City Herald prefers Adobe Acrobat PDF files (**use Acrobat Distiller if ad is in color**). If Adobe Acrobat PDF format is not available to you, please contact us to confirm our ability to accept non-PDF files. Be sure all fonts are imbedded.

The Tri-City Herald will accept PC format (DOS)/Windows) in text format only (text files must be ASCII)

■ Format of Ads:

Macintosh format ads:
3 1/2 inch Floppy diskettes
CD
Internet
AP ADSEND

■ Preferred Programs:

Multi-Ad Creator - Version 4.0.1 or higher
Adobe Photoshop - Version 4.0 or higher
Adobe Illustrator - Version 7.0 or higher
Save as Illustrator eps and convert all text to outlines.
Freehand - Version 8.0 or higher
Save as Freehand editable eps and convert all text to paths.

■ Accepted Programs:

Pagemaker (Mac) Version 6.5 or higher
Quark XPress (Mac) Version 4.0 or higher

■ Accepted, But **NOT RECOMMENDED**:

We can use the text from these programs but CANNOT use "as is". Ads created in these programs will require re-creating:
AppleWorks
ClarisWorks
Microsoft Word

NOT ACCEPTED:

Microsoft Publisher
Corel Draw

■ Font Information:

Convert text to paths, curves or out lines (text that becomes an object and can no longer be edited as text). If this is not possible, the Tri-City Herald must replace any fonts not in our system with a similar font. For a complete listing of Tri-City Herald fonts, contact your sales representative.

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■ **Photo DPI/Line Screen:**

All photos, grayscale and color, preferable 240 DPI (no less than 150 DPI) and no greater than 300 DPI. Scan all photos at 120 lines per inch half tone screen. The Tri-City Herald will scan any original art submitted for ad use at no additional charge.

■ **Lineart:** TIFF format no less than 400 DPI

■ **Color:**

All color art submitted electronically MUST BE IN CMYK format and should be scanned 100% of size used on ad.

■ **Additional Submission Information:**

Deadlines: Standard Tri-City Herald deadlines apply to all electronic ad transfers.

Hard Copy: A hard copy must be sent with all electronic ads. Color ads must have separations.

Graphic Formats: We will accept the following graphic formats: TIFF and/or EPS.

■ **Backup:**

Do not send the Tri-City Herald your only copy of ads, art work and photos. Please send a copy. The Tri-City Herald will not accept liability for lost items.

■ **Virus Protection:**

We strongly recommend that all advertisers install commercial virus protection software on their computers and continuously update the program. All ads will be rechecked at the Tri-City Herald for virus infections. Any ad found to contain a virus will be rejected and the advertiser will be notified.

■ **Digital Ad Information Contact:**

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