

DMP JOB SPECS

Production Specs & Distiller Settings

AD MATERIALS FOR SCANNING/ARTWORK

Materials or graphics submitted for **ARENA** production by Detroit Newspapers will be scanned electronically. Photos, transparencies and slides allow for the best possible reproduction. Previously screened / printed materials are not accepted. Prints or artwork provided should be of high quality.

ADS SUBMITTED ON DISK

Ads submitted on disk or via electronic ad delivery should include all live elements used to create the ad, including printer and screen fonts, artwork files (layered PSD, EPS, TIFF or any other graphic file formats). **Continuous tone images must be no less than 200 DPI at 100% of the print size. Bitmaps must be 1270 DPI minimum at 100% of the print size.**

PDF files are also accepted on disk or via electronic ad delivery. Detroit Newspaper distiller settings are attached.

Accurate proofs should accompany the disk. A match print or accurate color proof must accompany all color ads. Black and white ads should be accompanied by a laser quality black and white proof.

PRINTING SPECIFICATIONS

Standard line screen for **SHOF** printing is 100 lpi.

Maximum printing weight is 220.

For further information visit our web site at <http://www.detroitnewspapers.com/prepress>

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Recommended Acrobat Distiller settings

These “screen captures” document the settings that Detroit Newspapers recommends when using Adobe Acrobat Distiller to make PDF files of documents that are printed at the ARENA.

We prefer having all fonts embedded but not subset so that we can make minor type changes to the ad if necessary.

