

DMP JOB SPECS

Production Specs & Distiller Settings

AD MATERIALS FOR SCANNING/ARTWORK

Materials or graphics submitted for jobs printing at the Detroit Media Partnership will be scanned electronically. Photos, transparencies and slides allow for the best possible reproduction. Previously screened / printed materials are not accepted. Prints or artwork, when 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>

DETROIT MEDIA PARTNERSHIP

Acquiring “Quality” Digital Images and Logos

1. **Ask the question: Is Digital Art Available?** Digital art is almost always preferable to art submitted as hard copy. When hard copy is provided by the advertiser ask them if a digital version of the art is available. Hard copy can be described as photographs, negatives, proofs, product labels or anything that is not in digital or electronic form.
2. **What is NOT acceptable for ads printing at Detroit Newspapers?** Laser or ink jet proofs, magazine & newspaper clippings or pre-screened / printed materials of any kind.
3. **How do I transport the digital artwork to Prepress?** The art can be emailed to you, the salesperson, and then forwarded to Prepress via ATOL or CD and sent to Prepress with the job materials, copy and ad order. Prepress will also download high resolution images (200 dpi or higher) from a website for the advertiser if they provide the address, user name and password to access the website.
4. **How do I know if an ad was created digitally on a computer?** It’s usually fairly easy to determine when an ad was created on a computer by the quality of the printed version of the material. Additionally, designers creating ads usually include in the document some, or all, of the following: registration marks, crop marks, color bars or job information tickets.
5. **How do I know if a logo was created digitally on a computer?** Almost all logos are created, initially, on a computer. That means that a digital version is out there and hopefully, available to you, the salesperson. Simply ask if they have a digital version of the logo available for their ad and tell them how much better the quality will be as a result.
6. **How do I know if a printed picture was shot with a digital camera or on film?** There is no sure way to determine if a “printed” picture was shot with a digital camera so you’ll just have to ask. If a printed picture was shot with a digital camera and the digital version is available, make sure that it has sufficient resolution and quality to print properly in the mailpiece.
7. **How do I determine the quality of a digital picture?** Digital pictures should have a resolution of at least 200 dpi (dots per inch) at print size. They should be sharp and have good contrast to reproduce properly on gloss paper. Digital cameras often shoot large, low resolution images that will increase in resolution as the dimensions are reduced to actual print size so dpi is not the only factor to be considered. If low resolution art from a website is provided, please attempt to acquire the higher resolution version of that art. Most websites that are designed for downloading artwork have high and low resolution images available so make sure that the correct version is downloaded. Low resolution images or logos, usually 72 dpi, will make the art appear jagged and fuzzy. Low resolution art is meant for viewing and web applications only, not printing. Pictures printed on photographic paper are acceptable, when necessary, but must also be sharp and have good contrast. Once again, pictures printed by laser printers or ink jet printers are not acceptable.

DMP SPECS

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.

