

# ADVERTISING DEADLINES & SPECS

## THE LEDGER & NEWS CHIEF 2012 ADVERTISING DEADLINES

PUB DATE	SECTION
MONDAY	ROP
TUESDAY	ROP
WEDNESDAY	ROP
THURSDAY	ROP
FRIDAY	ROP
SATURDAY	ROP
SUNDAY	ROP

SPACE RESERVATION
Wednesday 5pm
Thursday 5pm
Friday 5pm
Monday 5pm
Tuesday 5pm
Wednesday 5pm
Wednesday 5pm

Ad MATERIAL DEADLINE
Wednesday 5pm
Thursday 5pm
Friday 5pm
Monday 5pm
Tuesday 5pm
Wednesday 5pm
Wednesday 5pm

FINAL MATERIAL PICKUPS/NO PROOF PROOF RETURNS CAMERA READY AD PROOF OUT DUE
Thursday
Friday
Monday
Tuesday
Wednesday
Thursday
Thursday

## SPECIAL SECTIONS

PUB DATE	SECTION
THURSDAY	TIMEOUT
WEDNESDAY	POLK VOICE
WEDNESDAY	NC TV BOOK
SATURDAY	POLK HOMES
SUNDAY	REPORTER
SUNDAY	YES! SUNDAY SELECT
SUNDAY	COMICS

SPACE RESERVATION
Thursday (1wk Prior)
Thursday 5pm
Thursday 5pm
Monday 5pm
Tuesday 5pm
Tuesday (13 d Prior)
Tuesday (13 d Prior)

Ad MATERIAL DEADLINE
Thursday (1wk Prior)
Thursday 5pm
Thursday 5pm
Monday 5pm
Tuesday 5pm
Tuesday (13 d Prior)
Tuesday (13 d Prior)

FINAL MATERIAL PICKUPS/NO PROOF PROOF RETURNS CAMERA READY AD PROOF OUT DUE
Friday
Thursday
Monday
Wednesday
Wednesday
Wed (12 d Prior)
Wed (12 d Prior)

## INSERTS

	SPACE RESERVATION	Ad MATERIAL DEADLINE
PREPRINTS	10 Days Prior	10 Days Prior
LPI - Auto	13 Days Prior	13 Days Prior
LPI	16 Days Prior	16 Days Prior
WE PRINTS	2 Weeks Prior	2 Weeks Prior
TAB ONS	2 Weeks Prior	2 Weeks Prior

## TEARSHEETS

The Ledger/The News Chief has a complete online tearsheet service Adinfiniteum. Sign up to receive electronic tearsheets sent directly to your email of your ads as they appeared in print in the newspaper. <http://ai.presteligen.com/ai4/Signup/>

## PRODUCTION SPECIFICATIONS

File formats and Programs accepted:  
PDF ads, InDesign CS2 or CS3

### Fonts

Remember to include both screen and printer fonts. Avoid TrueType fonts. Send only fonts used in file. If fonts are not included we will substitute fonts. Please make sure all text is 100% black only.

### Images

B&W • Color (must be CMYK)  
Please supply TIFF, JPEG or EPS file formats.

### Resolution

We use 100 line screen for newsprint and 150 linescreen for our slick products. Image resolution should be double that:

200dpi for newspaper and 300dpi for slick products. Type should remain vector if possible.

If you must rasterise or flatten type layers please do so at a high resolution 400-600 dpi. For line art or bitmap images use 600-1200 dpi depending on the quality of the original.

### Adobe Acrobat & PDF

Our preferred format is PDF. If distilled correctly, it significantly increases our ability to produce and output consistent, high quality files.

Note: InDesign CS; export all PDF files as "PDF/x-1a" settings. If corrections are needed, you will need to resend the PDF.

If you have any questions please call Michael Stewart at 863.802.7117 or email at [michael.stewart@theledger.com](mailto:michael.stewart@theledger.com)