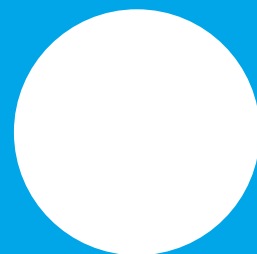


# materials information guide



**USA  
TODAY**<sup>TM</sup>  
A GANNETT COMPANY

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## DEADLINES

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### **COLOR MATERIALS**

- National/International  
4 working days prior to publication date.
- Regional  
Tuesday of the week prior to publication.
- Copysplits  
10 working days prior to publication date.

### **BLACK & WHITE MATERIALS**

- National/International  
2 working days prior to publication date.
- Regional  
Thursday of the week prior to publication.
- Copysplits  
5 working days prior to publication date.

**Note:** Deadlines may vary based on pre-printing of certain sections.  
All deadline extensions must be approved by USA TODAY Advertising Operations.

# AD DELIVERY

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## DIGITAL METHODS

### ARCHIVING

Please send your ad in a PDF format. Archiving a PDF is only necessary if size exceeds 50 MB.

### FTP SITE

Upload the ad via the Internet to our FTP site. Please follow these steps:

1. Please fax a copy of the ad to Advertising Operations at 703.940.0530. If it is after 5pm ET and your ad is running in tomorrow's paper, please fax a copy to 703.854.2050. Contact appropriate Advertising Operations coordinator BEFORE ad is uploaded. All uploaded ad material will be automatically purged from the server after 96 Hours!
2. Log on to <http://etransfer.usatoday.com> The site works best with the Firefox browser. Safari and Explorer can also be used with some limitations.
3. e-Transfer Welcome Page:  
Click on icon of publication for which you are submitting an ad.
4. Ad Submission Page: Please fill out as many of the individual fields as possible. The fields with red asterisks are required. Double-check to make sure your email address is keyed in correctly. Attach ad file in bottom field using the "Browse" button.
5. Confirmation Page: A message will appear when ad is successfully transferred.

### PREPARING AD MATERIAL FOR FTP UPLOAD

- Please submit files in a PDF format. PDFs should include high-resolution images and all PostScript Type 1/embedded. Make sure your images are not tiled nor have lowered resolutions from distillation.
- Limit PDF filename to 25 characters or less.
- Archiving PDF is only necessary if size exceeds 50 MB.
- Keep file names simple, limited to letters and numbers only. DO NOT use any spaces or special characters such as #?/()\*~\*~etc.
- Examples of naming convention:

**Advertisername.pdf**

**Advertisername.sea**

**Advertisername.sit**

**Advertisername.zip**

### AP ADSEND

This service uses the PDF format only. Please see File Formats to see how your PDF should be prepared. USA TODAY's AdSend code is VAUSA. For more information, contact AdSend. Please ship a proof or fax a copy of the ad to Advertising Operations at 703.940.0550. If it is after 5 pm ET and your ad is running in tomorrow's paper, please fax a copy to 703.854.2050. Contact Ad Operations when the ad is sent.

### EMAIL

USA TODAY does not accept ads via email.

### CONVENTIONAL METHODS

If using conventional delivery methods please ship materials to:

**USA TODAY, 7950 Jones Branch Drive, Advertising Operations, 2nd Floor, McLean, VA 22108 | 703.854.5200**

# COLOR MATERIAL PRODUCTION SPECS

## FORMATS

- USA TODAY operates on a Macintosh OS X platform. All ad materials should be submitted in PDF format. Film is not accepted.

## PROOFS

- USA TODAY requires a proof be sent with every ad. If the ad is color, a color proof is preferred. For more detailed information, please go to Proofing.

## CROPMARKS & BLEEDS

- Cropmarks should be provided in the creative to show exactly how the ad should be placed in the ad space.  
**All crop marks must be application-generated (i.e. InDesign, QuarkXpress, etc...).**
- You may also crop your ad to the exact ad space dimensions. Double-check your PDF before sending to make sure that none of your image area was clipped off during distillation (especially borders - this is very common).
- Do not include bleeds as USA TODAY is a NON-bleed publication.

## SCREEN RULING

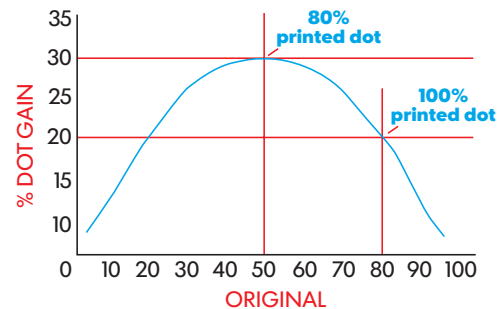
- USA TODAY prints at 85 lines per inch.

## HIGHLIGHT DOT

- Dot gain graphic  
Use a 5%-7% dot for the smallest highlight meant to hold detail in halftones.

## MIDTONE DOT

- Prepare materials to compensate for a 30% midtone dot gain. A 50% dot prior to press will measure approximately 80% as a printed dot. See graphic at right.



## SHADOW DOT

- 80%-85% in shadow areas intended to hold detail. Areas greater than 85% will likely print solid.

## FLAT TINT

- No less than 10% is recommended for a flat tint for consistent reproduction.

## COLORSPACE

- All elements should be in **CMYK** mode.

## IMAGE RESOLUTION

- Photographic images should be prepared at a resolution of 170-250 dpi at full size.
- Line art, such as bit-mapped logos or scanned text should be prepared at 600-1200 dpi at full size. However, we recommend that these elements be sent in vector-based, such as an Illustrator eps.

## TOTAL INK DENSITY (DMAX)

- The total maximum ink density of color images or artwork **should not exceed 240%**. Lower is better in order to maximize shadow detail and reduce the potential for ink setoff.

## FONTS/TYPE SPECS

- All fonts used should be Type 1 PostScript. TrueType fonts are not supported.
- Reverse type is acceptable, but should be no less than 10 point sans serif for reversing out of single-inks and no less than 14 point for two or more inks.
- Screened type reversed in a solid color must not exceed 20% tint of that color.
- Surprinted type is not recommended in areas exceeding 30% tonal value. Yellow should not be used.

For more detailed information, please go to Typography.

# BLACK & WHITE PRODUCTION SPECS

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## FORMATS

- USA TODAY operates on a Macintosh OS X platform. All ad materials should be submitted in PDF format. Film is not accepted.

## PROOFS

- One paper proof required. Faxes are accepted.

## CROPMARKS & BLEEDS

- Cropmarks should be provided in the creative to show exactly how the ad should be placed in the ad space. All crop marks must be application-generated (i.e. InDesign, QuarkXpress, etc...).
- You may also crop your ad to the exact ad space dimensions. Double-check your PDF before sending to make sure that none of your image area was clipped off during distillation (especially borders - this is very common.).
- Do not include bleeds as USA TODAY is a NON-bleed publication.

## SCREEN RULING

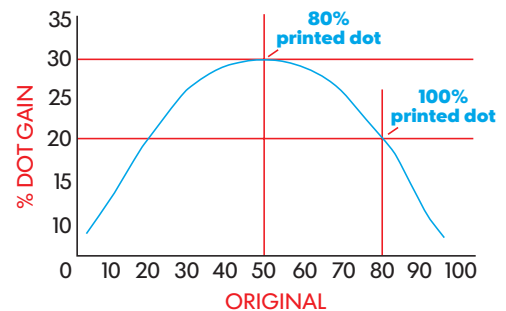
- USA TODAY prints at 85 lines per inch.

## HIGHLIGHT DOT

- Use a 5%-7% dot in the area intended to hold detail.

## MIDTONE DOT

- Placement will vary with the tonal range of the original. Prepare materials to compensate for a 30% midtone dot gain. A 50% dot prior to press will measure approximately 80% as a printed dot. See graphic at right.



## SHADOW DOT

- 80%-85% in shadow areas intended to hold detail. Areas greater than 85% will likely print solid.

## FLAT TINT

- No less than 10% is recommended for a flat tint for consistent reproduction.

## COLORSPACE

- All elements should be in **GRAYSCALE** mode.

## IMAGE RESOLUTION

- Photographic images should be prepared at a resolution of 170-250 dpi at full size.
- Line art, such as bit-mapped logos or scanned text should be prepared at 600-1200 dpi at full size. However, we recommend that these elements be sent in vector-based, such as an Illustrator eps.

For more detailed information, please go to Typography.

# DIGITAL FILE SETUP AND ICC PROFILES

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## PLATFORMS

- USA TODAY Production supports advertising on the **Apple Mac platform**.

## SUPPORTED MEDIA

- Ad submissions through USA TODAY's digital **eTransfer site** is a free and convenient way to submit your ad and is our preferred method of receiving ads (see link below). However, USA TODAY supports CD, DVD and most other media formats (contact us for specific types).

## FILE FORMATS

- **All ads should be submitted PDF format.**
- Please see link to USA TODAY Acrobat Distiller settings below.  
Acrobat Distiller 9.0 PDF Settings (PDF format)
- Cropping: Either use application-generated crop marks (InDesign, QuarkXpress, etc.) or crop your ad to the exact ad space size. Do not include bleeds as USA TODAY is a non-bleed publication.
- Double-check your PDF before sending to make sure that none of your image area was clipped off during distilling (especially borders — this is also very common).

## FONTS

- All fonts must be PostScript Type 1, embedded into the PDF.

## IMAGES AND LINE ART (LOGOS, ETC.)

- PDFs should contain high-resolution images. Double-check your PDF before sending to make sure your image resolution wasn't lowered during distilling - this is very common. Photographic images should be processed at a resolution of no less than 170 DPI (Dots Per Inch) at 100% of desired printing size.
- Image Tiling: Individual images within PDF should not "tile" (separate into smaller squares when clicked upon). In an emergency you might ask us to extract images to make adjustments. If images are tiled, we cannot do this. Tiling can be caused by different things — please check your PDF for tiling before submission by clicking on the image. If the image appears to be comprised of many separate squares it is tiled.
- Line art (bitmapped logos or scanned text) should be scanned at a resolution of 500-1000 DPI at 100% of desired printing size. However, we recommend that these elements be provided as vector-based files whenever possible, such as an Illustrator EPS.

## COLOR SPACE AND INK

- Prepare color files as **CMYK**.
- Prepare black and white files as **GRAYSCALE**.
- Total ink density (DMax) **cannot exceed 240%** in any area including solid colors.

## ICC PROFILES

- **Separations for USA TODAY are based on two ICC profiles**  
Color profile: Snap 240.icc  
Black & White profile: SNAP 07 White backing gray profile.icc

## PROOFING

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### **ADVERTISING PROOFS**

USA TODAY proofs all incoming color advertising materials upon request provided they arrive by deadline. These proofs are the best representation of how an advertisement will appear in USA TODAY. After inspection and approval, these proofs are used by USA TODAY press crews as a color matching guide during the actual run of press.

When sending materials intended to proof, please include contact information of the person(s) who are to receive them.

### **TEST PROOFING**

USA TODAY will proof ad materials and loose art for color correction at no charge upon request. This ensures that the final proof approved by the advertiser is representative of the actual reproduction in USA TODAY. Proofing loose art is especially helpful, as the client can establish the color while waiting for other ad elements.

Material to be proofed for color correction must be received in advance of the deadline. Contact your Ad Operations Quality Analyst to arrange a proofing schedule.

### **ADVERTISER SUPPLIED PROOFS**

USA TODAY requires a proof be supplied with all ad materials. If the ad is color, a color proof is preferred. USA TODAY does not guarantee matching advertiser proofs. These proofs are used to confirm that all elements of the ad reproduce.



# CHECKLIST

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Use this checklist to help make sure your materials are prepared correctly.

## GENERAL

- ☐ The ad is being submitted by USA TODAY's deadline.
- ☐ If not, Ad Operations has been contacted. See the Deadlines section for specific details.
- ☐ A production contact name and phone number is provided.
- ☐ If using USA TODAY's proofing service, details as to who should receive the proofs are provided.
- ☐ The ad is being sent in time to guarantee proofing (4 business days prior to insertion – see the Deadlines section for further details).
- ☐ A proof of the ad is provided. If the ad is color, a color proof is provided.
- ☐ The proof content matches the file sent exactly. If there are differences between the digital file and the proof, such as text, please note this.  
**Note:** If sending the ad by digital means, a proof is still required to be shipped or faxed to USA TODAY. (Fax number 703.940.0530. If it is after 5pm ET and your ad is running in tomorrow's paper, fax a copy to 703.854.2050).
- ☐ PDFs have high-resolution images and all fonts are PostScript Type 1/embedded. Images are not tiled nor have lowered resolutions from distillation.  
Acrobat Distiller 9.0 PDF Settings (PDF format)
- ☐ PDFs use either application-generated crop marks or is cropped to ad space size. Do not include bleeds as USA TODAY is a non-bleed publication.
- ☐ If cropped to ad space size, double-check PDF before sending to make sure that none of your image area was clipped off during distillation (especially borders — this is very common).

## FONTS

- ☐ All fonts used are Type 1 PostScript fonts. (TrueType fonts are not supported.)
- ☐ No font stylings (ex: bold, outline, etc.) are used. If they are, please use the actual styled font (ex: HelveticaBold).
- ☐ Text using TrueType fonts must be converted to an artwork state such as "outlines" or "curves".  
**Note:** USA TODAY does not support TrueType fonts. (Use a Type 1 PostScript version of the font.)
- ☐ Type used in graphics is converted to an artwork state such as "outlines" or "curves".

## IMAGES

- ☐ B/W images are in a grayscale mode.
- ☐ Color images and artwork are in a CMYK Color mode.
- ☐ Images are prepared with an 85 line screen considered.
- ☐ All color images and solid color builds are under 240% total ink density.
- ☐ Photographic images are 170-250 dpi at full size.
- ☐ Line art (including type as artwork) is 600-1200 dpi.
- ☐ Unused colors in the document have been deleted.
- ☐ A 30% press gain in the midtones has been compensated for.
- ☐ Highlight dots are 5-7% or higher.
- ☐ Flat tints are 10% or higher.
- ☐ Color is trapped for .5 to 1 point overlap.
- ☐ Images were cropped, scaled and/or rotated BEFORE being placed in the layout.

# TYPOGRAPHY

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## BLACK TYPE

- For clarity and readability, we recommend using type sized at 8 point or larger in the advertising creative. Because of the ink and newsprint relationship, small type tends to lose definition on press.
- Type faces with thin or delicate serifs and strokes, and non-uniform character thickness should be avoided.

## COLOR TYPE

- Color type using two or more overprinting inks should be no less than 14 point. Serif type is not recommended because fluctuation in registration will adversely affect the fine strokes and serifs.
- Make sure the color being used provides enough contrast between the text and the newsprint background. For example, yellow text would be difficult to read.

## REVERSE TYPE

Serif fonts are not recommended for reverse type. Delicate serifs and fine strokes can fill with ink. Other important guidelines are as follows:

- Type reversed out of a single-ink area should be no less than 10 point.
- Type reversed out of two or more overprinting colors should be no less than 14 point. This allows for variances in register, while maximizing legibility.
- If using reverse type on a color background, make sure there is enough contrast between the background and the type. For example, reversing out of yellow may hinder readability.
- When reversing type out of a screened single-ink background, the background screen should be at least 30% in tonal value.
- Screened type reversed out of a solid color must not exceed 20% in tonal value if type and background are the same color.

## SURPRINTED TYPE

- Type should not be surprinted in areas that exceed 30% screen tint value. This allows for dot gain and provides necessary contrast between the text and the background.

# ADOBE DISTILLER PDF SETTINGS

Adobe PDF Settings: USAT08.15.11

General Images Fonts Color Advanced Standards

Description

Use these settings to create Adobe PDF documents for quality printing on desktop printers and proofers. Created PDF documents can be opened with Acrobat and Adobe Reader 5.0 and later.

File Options

Compatibility: Acrobat 5.0 (PDF 1.4)

Object-Level Compression: Off

Auto-Rotate Pages: Off

Binding: Left

Resolution: 1000 dots per inch

☒ All Pages

☐ Pages From: To:

☐ Embed Thumbnails

☒ Optimize For Fast Web View

Default Page Size

Units: Points

Width: 900.0000 Height: 1584.0000

Save As... Help Cancel OK

Adobe PDF Settings: USAT08.15.11

General Images Fonts Color Advanced Standards

Color Images

Sampling: Bicubic Downsampling to 300 pixels per inch

for images above: 300 pixels per inch

Compression: JPEG

Image Quality: Maximum

Grayscale Images

Sampling: Bicubic Downsampling to 300 pixels per inch

for images above: 300 pixels per inch

Compression: JPEG

Image Quality: Maximum

Monochrome Images

Sampling: Bicubic Downsampling to 1000 pixels per inch

for images above: 1000 pixels per inch

Compression: CCITT Group 4

Anti-Alias to gray: Off

Policy

Save As... Help Cancel OK

Adobe PDF Settings: USAT08.15.11

General Images Fonts Color Advanced Standards

☒ Embed all fonts

☐ Embed OpenType fonts

☐ Subset embedded fonts when percent of characters used is less than: 100 %

Only fonts with appropriate permission bits will be embedded

When embedding fails: Warn and continue

Embedding

/Users/supernac/Library/

Font Source

AbadiMT-

AbadiMT-CondensedLight

Arial-Black

Arial-BoldItalicMT

Arial-BoldMT

Arial-ItalicMT

ArialMT

ArialNarrow

ArialNarrow-Bold

ArialNarrow-BoldItalic

ArialNarrow-Italic

ArialRoundedMTBold

BaskOldFace

Batang

Add-->

Always Embed Font

Never Embed Font

Add Name... Remove

Save As... Help Cancel OK

Adobe PDF Settings: USAT08.15.11

General Images Fonts Color Advanced Standards

Adobe Color Settings

Settings File: None

Color Management Policies

Leave Color Unchanged

Document Rendering Intent: Preserve

Working Spaces

Gray: Dot Gain 20%

RGB: sRGB IEC61966-2.1

CMYK: U.S. Web Coated (SWOP) v2

☒ Preserve CMYK values for calibrated CMYK color spaces

Device-Dependent Data

☒ Preserve Under Color Removal and Black Generation

When transfer functions are found: Preserve

☐ Preserve Halftone Information

Save As... Help Cancel OK

Adobe PDF Settings: USAT08.15.11

General Images Fonts Color Advanced Standards

Options

☐ Allow PostScript file to override Adobe PDF Settings

☒ Allow PostScript XObjects

☐ Convert gradients to smooth shades

☐ Convert smooth lines to curves

☐ Preserve Level 2 copypage semantics

☒ Preserve Overprint Settings

☒ Overprinting default is nonzero overprinting

☒ Save Adobe PDF Settings inside PDF file

☐ Save original JPEG images in PDF if possible

☒ Save Portable Job Ticket inside PDF file

☐ Use Prologue.ps and Epilogue.ps

Document Structuring Conventions (DSC)

☒ Process DSC comments

☒ Log DSC warnings

☒ Preserve EPS information from DSC

☐ Preserve OPI comments

☒ Preserve document information from DSC

☒ Resize page and center artwork for EPS files

Save As... Help Cancel OK

Adobe PDF Settings: USAT08.15.11

General Images Fonts Color Advanced Standards

Standard Reporting and Compliance

Compliance Standard: None

When not compliant: Continue

If Neither TrimBox nor ArtBox are Specified

☒ Report as error

☐ Set TrimBox to MediaBox with offsets (Points):

Left: 0 Right: 0 Top: 0 Bottom: 0

If BleedBox is Not Specified

☒ Set BleedBox To MediaBox

☐ Set BleedBox To TrimBox with offsets (Points):

Left: 0 Right: 0 Top: 0 Bottom: 0

Default Values if Not Specified in the Document

Output Intent Profile Name: No Default Profile

Output Condition Identifier:

Output Condition:

Registry Name(URL):

Trapped: Insert False

Save As... Help Cancel OK