

The Daily Northwestern
SPC Compshop Ad Production

How To Production⁴

All you ever wanted to know about SPC Compshop Ad Production

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Starting the Ad Day

So you've just been thrown into your first day of ad production and you have no idea what you're doing. Or you've been slacking off and can't even remember where the ad folder is. This is your ultimate reference for if you've been doing things right or making the shop manager's life hell :^)

Before doing anything else, we'll need to set up the folders for today's publishing date to hold all the files for tomorrow's paper.

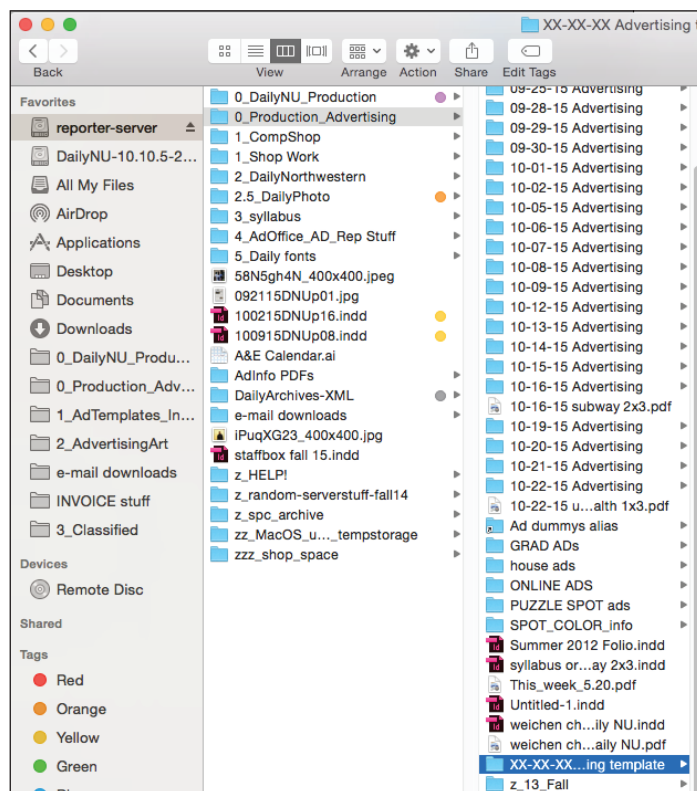
Step 1: Create the production ad folder.

- a) In the server (*Finder > reporter-server*), navigate to the folder:

0_Production_Advertising

There will be a bunch of folders labeled in the format "[date] Advertising."

- b) There should be a folder named "XX-XX-XX Advertising Template." Duplicate this folder and rename the folder as today's production date, or "[date] Advertising." For example, if today is October 14, 2015, the folder should be named "10-15-15 Advertising."



STEP 1: The location of "XX-XX-XX Advertising Template"

Step 2: Create the DailyNU production folder.

- a) In the server, go to:

0_DailyNU_Production

There will be folders labeled in the format "[date] Daily NU."

- b) Duplicate the folder "XX-XX-XX Daily NU" and rename appropriately.

HINT: To duplicate an item into the same location as the original:

Right-click or Ctrl-click item + select "Duplicate"

OR

Select item + Command-c + Command-v

Important Tools

**Selection Tool:**

This tool selects the main box around an object. This allows you to do basic functions like positioning objects.

Direct Selection Tool:

Allows you to select the contents of the box (the actual artwork). This allows you to do things like resize the artwork within the box.

Type Tool:

Creates text boxes or edits already existing text.

Line Tool:

Makes lines. Ta-daaa.

Rectangle Frame Tool:

This tool can be used to create a new rectangular “frame,” in which an image can then be placed.

Fill/Stroke:

Applies a color to the object selected. Fill will color the inside of an object, while stroke only colors an object’s outline. To remove color, select no-fill (white box with red line through it).

The dummy is a layout plan for the Daily Northwestern. It helps keep track of the number and location of ads, and informs the editors and the newsroom about the amount of space available for stories.

Always try to do the dummy first. It's important to find out as soon as possible if the newsroom will have more stories than usual or if an advertiser will drop out. It will also allow a production artist after you to pick up the work.

Step 1: Collect information about the upcoming ads.

We'll need to know the number of standard advertising units ("SAUs") running in today's publishing date (tomorrow).

a) Go to:

Your Google Drive > Shared with me > DailyNU [season] [year] Advertising "Book"

(If this is not shared with you, ask the shop manager.)

b) At the bottom, click on the tab with today's publishing date. A different spreadsheet should show up. Note the number next to the line "Total SAUs¹."

c) Ask the shop manager if a special spread is running, especially if the publishing date is a Thursday or Friday. They will take 1 to 4 ad-less pages² in the middle of the paper, which will bump up our page requirements.

Step 2: Select the best dummy template.

a) Estimate the number of pages needed.

A (very) rough breakdown of doing this:

0-65 SAUs: 8 pgs

65-120 SAUs: 12 pgs

120+ SAUs: 16+ pgs

If there's a special spread, add its page count. Round up to the next divisible-by-4 total page count.

a) *0_Production_Advertising > Ad dummies alias*

Open the Ad dummy template with the appropriate page count. (For 16+ pages, open the 16-page dummy.)

b) Save the InDesign file in the folder you created earlier, under:

[date] Advertising > ads WORK pre-production

Name it as "[date] dummy [#]pgs".

Step 3: Put ad placeholders in the dummy.

a) Open the file:

0_Production_Advertising > Ad dummies alias > Ad dummy master

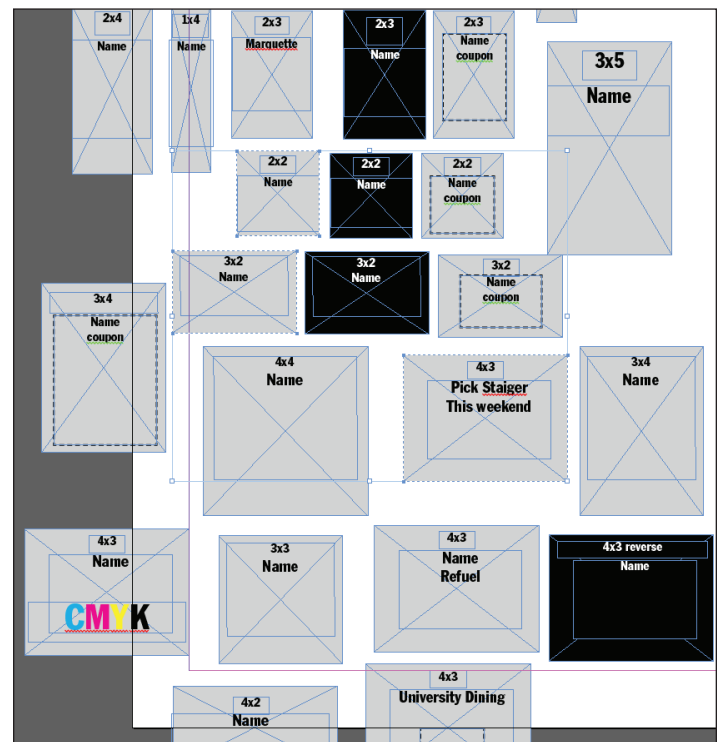
b) Note that every box has a label with SAU dimensions. The label tells the ad size that each box represents. Arranging these boxes on the dummy helps visualize the paper and show potential issues, such as insufficient pages.

Shift-click ONE of each ad size

Mouse drag them to the opened dummy

OR

Ctrl-c + switch to dummy + Ctrl-v



STEP 3 The *Ad dummy master*. Note that multiple ad placeholder boxes have been selected, ready to be copied over. To select multiple objects, hold down *Shift*, then select with the mouse.

¹ An SAU, or standard ad unit, is a way to measure the space taken up by ads, similar to square inches or square meters.

²The Daily occasionally runs special spreads that do not contain ads, such as Arts & Entertainment ("A&E") or Game Day. These usually (but not always) run on Thursday or Friday.

Now switch to the dummy, if you haven't already.

- c) If multiple ads are the same size, say 2x3, simply duplicate the ad box.
- d) Label each ad box with a unique ad of the corresponding size. If an ad has color information, add that too, e.g. "CMYK", "SPOT".

Step 4: Arrange the ads in the dummy.

Some rules apply for the pages ads can be placed on:

- Color and spot ads must go on color pages.
- Paying ads have priority over house ads on the front pages.
- In general, local ads take priority over paying ads on the front pages.
- House ads should be placed on the inside of a page instead of the outside whenever possible.
- Reverse ads (black background, white letters) should be placed on the inside of a page. Darker ads have a larger "weight" that is visually less appealing when on the outside.
- Page 2 & 3 cannot be more than half-covered by ads, unless the shop manager says otherwise.
- No page should be completely covered by ads. The exception is full-page ads.

Step 5: Distribute the dummy.

- a) Export the dummy as a PDF in the same folder as the InDesign file. Then save and close the InDesign file.
- b) Email the appropriate newsroom staff the dummy PDF as an attachment. Ask the shop manager for how to do this.
- c) Email Prepress the relevant information. Ask the shop manager for how to do this.

Ads: Pick-ups (Green slips)

Pick-ups are the most basic type of ad to set up. They are denoted by the green half-sheets in the paperwork folder. Since pick-ups are the easiest to do, they should be done first.

Step 1: Read the slip.

- Make sure the ad has the correct “Date to run,” either tomorrow or the following Monday.
- Note the “DATE LAST RAN.” As the name suggests, this is the last time this specific ad ran in the Daily.

Step 2: Find the ad PDF file.

- In the server, navigate to the folder:

0_Production_Advertising > [DATE LAST RAN] Advertising

- On the slip, note the advertiser, identifying wordage, ad size and color usage.
In the folder, look for an ad with matching info in its name. (Identifying wordage is important when an advertiser runs multiple ads simultaneously. You don’t want to pick the wrong artwork.)

Step 3: Copy the ad over to the advertising folder for today’s publishing date.

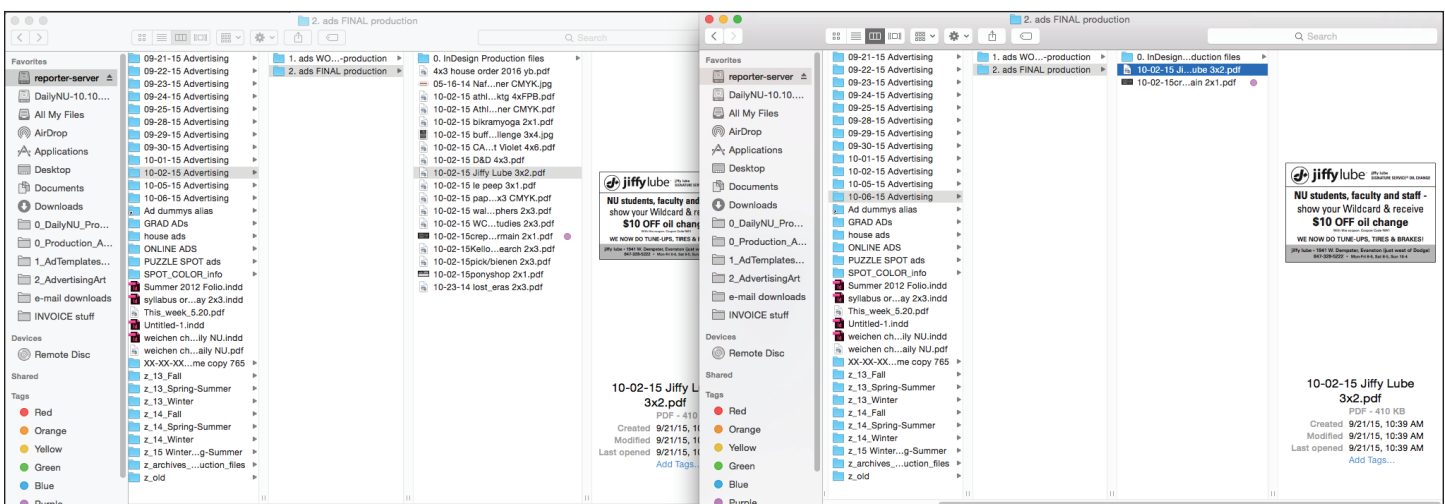
- IMPORTANT: There are two ways to copy an ad file:

Hold down Option/Alt > mouse-drag file to destination
OR

Select file > Command-c > go into destination folder > Command-v

DO NOT solely drag the file from the old folder to the new folder. This will move the ad, instead of copying it, and will destroy links in InDesign files that might be needed later. See image below.

The file name does not need to be changed. Keeping the original date in the name also helps when searching for the ad later.



STEP 3: Notice how the ads (selected, highlighted) are still located in both places.

Ad artwork designated “CR”, “TS”, or “Proof” are new ads, which require some additional processing. Each type is addressed below:

CR (camera ready) artwork

- a) This ad is ready to be placed. A white ad grid sheet should indicate the ad file name and the location of the file, usually:

reporter > e-mail downloads

TS (tear sheet) artwork

- a) Pieces of this ad have been sent by the advertiser, but the shop manager (or lucky you) needs to do additional design work on it.

Usually a white ad grid sheet will have some instructions. In most cases, just give this to the shop manager. In rare cases, the design work is simple and the shop manager will accordingly instruct you on how to do it.

Proof artwork

- a) This ad is awaiting proof by the advertiser, usually after some changes have been made to the ad on our end. See the shop manager for if the advertiser has approved the ad.

Once the ad PDF or JPEG is ready (see “Ads: Pick-ups” for where the files should go), it should go through a few quality checks. Pick-ups DO NOT go through this step, as it is assumed they were checked the first time they ran.

Step 1: Convert into grayscale any artwork that came in color but is designated black-and-white.

If the ad is a PDF:

- Open it in Adobe Acrobat.
- Go to *Edit > Preflight...*
- COLOR ADS: Go to *Convert colors > Convert to grayscale*

If the ad is an image file, such as JPEG:

- Open it in Photoshop.
- Go to *Image > Mode > Grayscale*. Confirm the *Discard color information* dialog.
- Save the file.

	Size	SAU	Color	Artwork	Notes
Advertiser name (identifying wordage)	Width x Height	0	Note 4 Color, or Spc	CR, PU, TS, PROOF	important ad info
Ala Inn	2x3	6		PU 3/28	
Chicago	3x2	6		PROOF	
Gate Music Productions	2x2	4			
Id Reading	2x3	6		CR	see chris for art
In Leadership for Creative Enterprises	2x3	6	Spot Purple	PU 3/29	
ube	3x2	6			
ash Pro Shop	3x2	6		PU 3/03	
bl: Loyol	2x3	6		CR	
Gate Music Productions puzzle spot	1x1	1		PU 3/28	

The various ad types.

Step 2: Check the ad for problems and fix as necessary.

a) In Preflight, go to *Prepress > Web offset (cold set, CMYK and spot colors, newsprint)*

Click “Analyze”. (If you’re using an older version of Adobe Acrobat, uncheck “Run Preflight profile without applying fixups” and click “Execute”.)

b) When Preflight finishes, you will most likely see lots of red X’s. However, not all of these apply to us. The important ones to look for are:

- “Font not embedded”: If this happens, you must open the PDF in Photoshop, and save as a TIFF file.

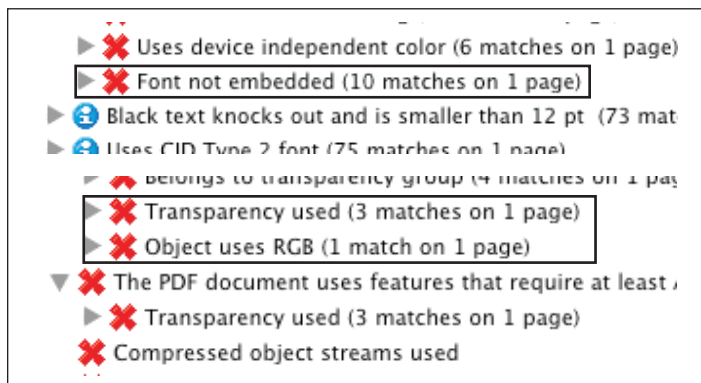
- “Transparency used”: In Preflight, go to PDF fix-ups > Flatten transparency (high resolution).

- “Object uses RGB”:

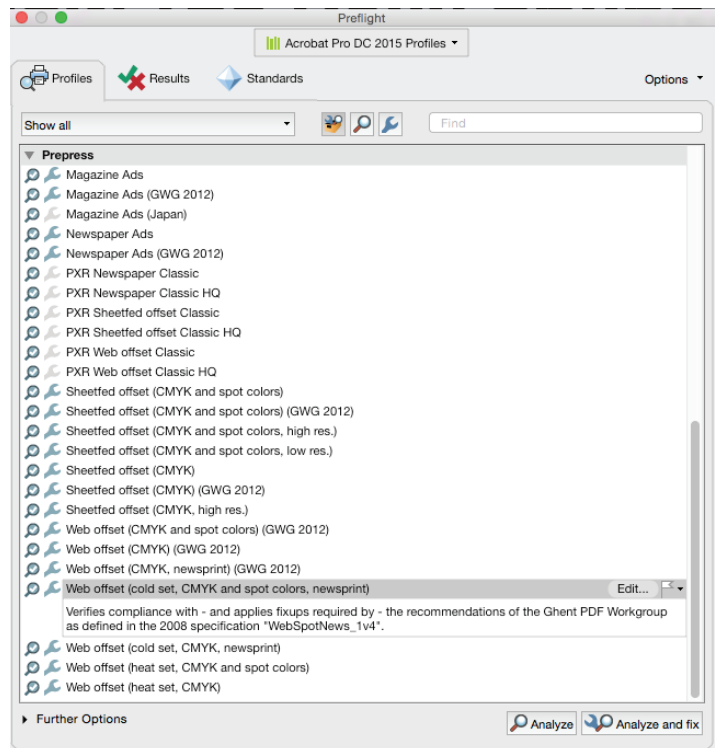
COLOR ADS: In Preflight, go to *Convert colors > Convert to CMYK, keep spot colors (SWOP)*

GRAYSCALE ADS: In Preflight, go to *Convert colors > Convert to grayscale*

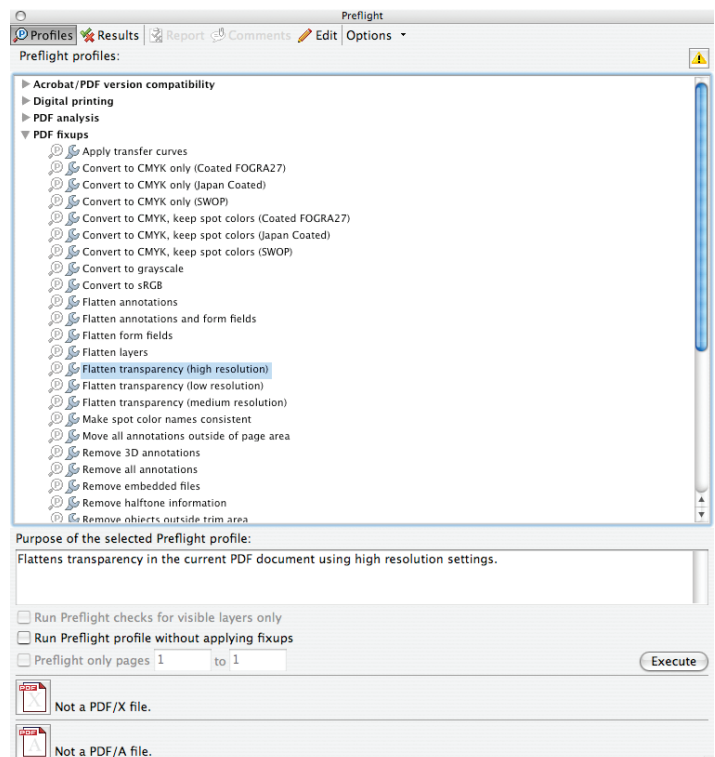
Examples of these warning signs can be seen below.



STEP 2: Examples of Preflight issues to look out for.



STEP 2: Make sure to click “Analyze”, NOT “Analyze and fix” when ever performing checks.



Ads: Pre-Placement Processing

Most PDF or JPEG files from advertisers come in various sizes that do not match a Standard Advertising Unit size. Thus they need some positioning and size formatting before they can be placed in the paper.

Step 1: Set up the ad in InDesign.

- 1_Compshop > 1_AdTemplates_InDesign*
You should see some templates for every ad size that runs in the pager.
- Recall the ad's size. Keep in mind that a 2x3 is different from a 3x2.
Open the template with this size in InDesign.
- Drag the ad pdf from today's folder into the opened ad template.*
- Make the template the main window. The ad should automatically fill the rectangular frame. If it hasn't, it may be currently a small floating square attached to the mouse; click once anywhere inside the rectangle and the ad will place.

NOTE: Banner ads use the "4x2* FRONT PAGE" InDesign template. It looks similar to a 4x1 template but is specifically formatted for the front/back page. Do not use the 4x1 template in this case.

Step 2: Adjusting the ad to fit the box, if necessary.

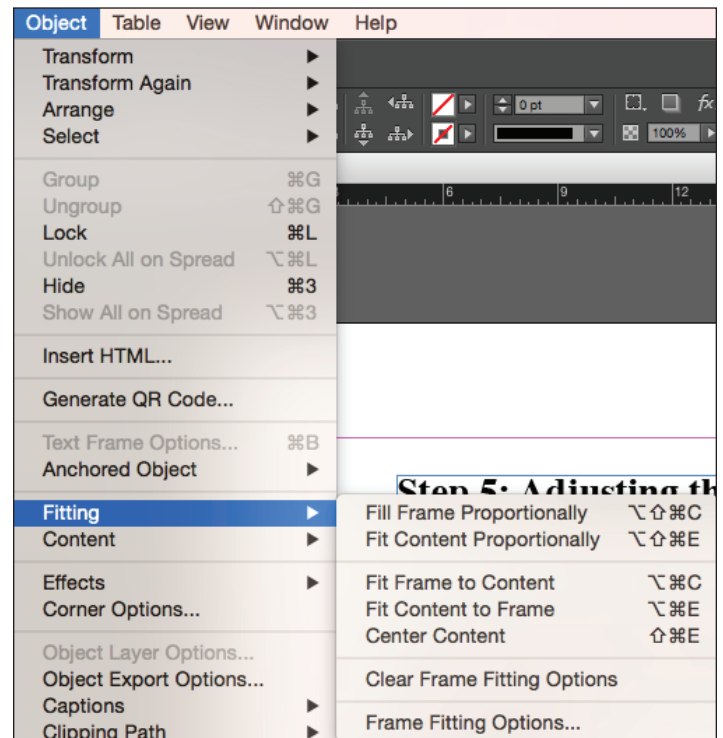
Sometimes ads are not exact standard advertising units, but a few inches wider or taller than the template. In this case:

- Right-click the ad > select Fitting > Fit Content Proportionally*

The ad is now completely inside the template. Sometimes it may have white space or markings on two sides. This is called "floating" the ad.

If the shop manager says to fill in the white space with a color matching the ad:

- With the *Rectangle Tool*, create a rectangle covering the white space.
- In the left toolbar *double-click Fill*. The menu "Color Picker" should pop up. Usually we'd want the empty space to match the color of the ad's edges.
Hold down the eyedropper icon, move the mouse to the darkest color you see, and release the mouse. Now the rectangle should be that same color.



STEP 2: Fitting options for the ad.

Step 3: Save the ad.

After your ad is satisfactory, save the InDesign file in the following location:

"0_Production_Advertising > [Date] Advertising > 2. ads FINAL production > 0. InDesign Production files"

Name the file as "[Date] [Name of ad] [SAU dimensions]". If the PDF or JPEG file has already been renamed in this same format, a shortcut is to click on that file which will copy the name into the Save dialog.

Ads: Pre-Placement Processing

Step 4: Print the finished ad.

A printed copy is easier to analyze for graphic errors and typos. Printed copies are also used for verification after the paper publish date.

- a) Open the InDesign file of the ad--the one that began as a template and that you inserted a PDF or JPEG into.
- b) Open the print dialog. Do NOT print yet.
- c) *For ads no larger than 4x3 or 3x4:*

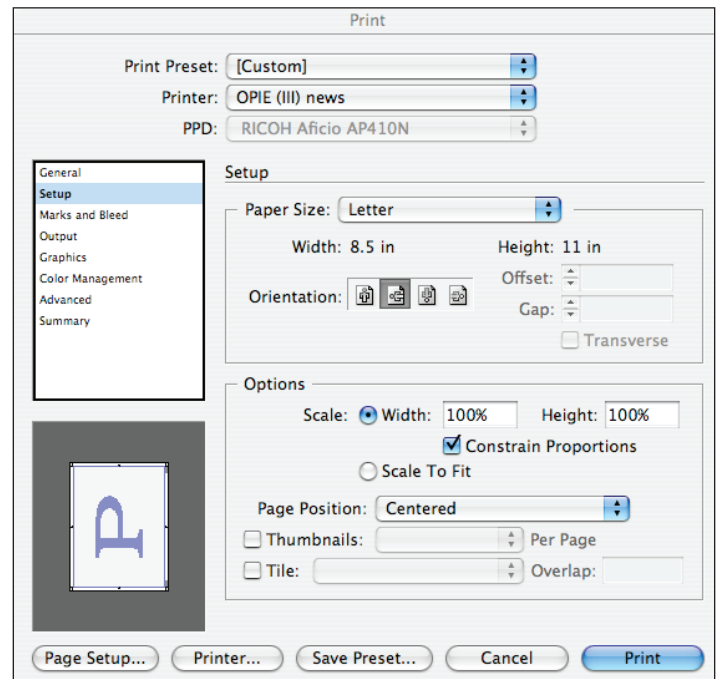
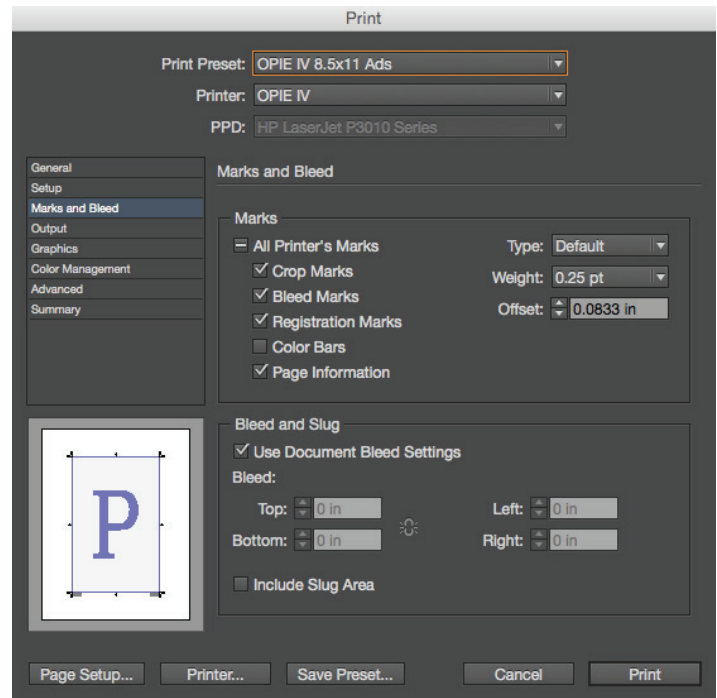
At the top, make sure the printer is “OPIE IV”, or whichever printer is designated for 8.5x11-size paper. (In some years, the large printer also has 8.5x11-size paper capability, but this is not always the case.)

Under *Setup*, rotate the ad as necessary to fit on the 8.5x11 paper. The preview in the bottom left should indicate how it will print out.

For ads up to 4x6:

At the top, make sure the printer is “Eric.Lund 11x17”, or whichever printer is designated for 11x17-size paper. The preview in the bottom left should indicate how it will print out.

- d) Under *Marks and Bleed*, check “Crop Marks”, “Bleed Marks”, “Registration Marks”, and “Page Information”, which will add a very, very helpful filename label to the printed ad.
- e) Print the ad.



Classifieds is a section of text-only ads. We use a continuous template for classifieds and update it for each day. There are three types of ads related to the classifieds section: text (line or display), online, and puzzle spot. Text ads can be placed either on paper or online. Advertisers have the option to also purchase the puzzle spot, an artwork ad within the classifieds section.

Step 1: Check for any ads for the day.

- a) Ask the shop manager if any classifieds have come in.
- b) Check the red classifieds folder for any new ads that may have been printed out or faxed over.
- c) Go to “dailynorthwestern.campusave.com”. Sign in using the following:

Username: spc-compshop@northwestern.edu
Password: 123456A

Click on the “Print” tab on the top menu.

Click “Download Print File” just below the top menu.

If there is an ad for tomorrow, the date will be highlighted. Click “Generate File” and a text file of the ad(s) will be downloaded.

NOTE: Online ads

Some classified ads run in the DNU’s online classifieds section.

After logging into “dailynorthwestern.campusave.com”, click on “Post Classifieds Online Only”. Select “Online Only” and the relevant subcategories. (Note: We post these ourselves, so the charge does not matter). Ignore the option to post to other newspapers’ classifieds sections. Then copy the text of the ad into a text box and select the date to start running. By default, online ads run up to 2 weeks, so any ads scheduled for longer will need to be re-posted. If there is any confusion, see the shop manager.

This process does not apply to Twitter ads.

Step 2: Copy over and open the classifieds InDesign file for the next date.

- a) Find the previous classifieds InDesign file.
0_Production_Advertising > [previous date] Advertising > 1. ads WORK pre-production
- b) Copy this file into the ad folder for tomorrow’s date, placing it in the pre-production folder as above.
- c) Rename the file for the next day. Then open the file.

Print Ads

[SETUP PRINT LINE ADS](#) [SETUP PRINT DISPLAY ADS](#) [UPLOAD OFFLINE ADS](#) [DOWNLOAD PRINT FILE](#)

Download print file

1. Select your publication date from the calendar below
2. Check off which file formats you would like generated
3. Click the 'Generate File' button

April, 2017						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

☒ InDesign Line Ads (.RTF)
 ☒ InDesign Line Ads (.XML)
 ☒ Display Ads (.PDF)
 ☒ Display Ads Images(.ZIP)
 ☒ Line Ads Images(.ZIP)
 ☒ Customer Information (.XLS)
 ☒ AdPro(.TXT)
 ☒ SmartPub(.TXT)
 ☒ Baseview(.TXT)
 ☒ ClassForce(.TXT)

GENERATE FILE

STEP 1c: A day with a classifieds ad submitted online will be in bold.

Step 3: Remove old ads.

Any classifieds ads that are not in the online book or the red classifieds folder for the upcoming paper’s date should be removed. However, the information is not always kept up-to-date. Check with the shop manager if you are unsure, before deleting any ads.

Step 4: Place any new classifieds ads running in print.

- Copy the text of the ad into a text box.
- If the ad has a special size (A, B, or C) according to the paperwork, it also deserves some beautification just like Northwestern landscaping every spring. See examples of past ads on the margins for the general formatting, such as center justification and bolding. Check with the shop manager for assistance.
- Place the ad in the pre-created guide lines. Place a section header above the ad if possible. For instance, apartment ads go under “For Rent”. These can be found on the margins of the page.

Step 5: Update the crossword and sudoku puzzles.

- Find the next day’s crossword in the appropriate week, named by year, month, then day:
`1_CompShop > 3_Classified > CROSSWORDS
 > [week of the next publishing day] pzdxw-a
 > TIFF VERSIONS > [date] pzdxw-a.tif`
- Drag the TIF file on top of the existing crossword section in the opened classifieds file. Sometimes it fits nicely. Sometimes part of the TIF is cut off; in this case, resize it using the Direct Selection tool or by double-clicking (see page 4).

FOR MONDAY AND TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Level: 1 2 3 4	Level: 1 2 3 4	Level: 1 2 3 4	Level: 1 2 3 4

DAILY SUDOKU

7	6		5			1	
			2			6	
		4				5	
4	7	6				4	
	1					8	9
		7		8			
	2		3	4			
	9		7			2	3

10/16/18 Level: **1** **2** **3** **4**

Complete the grid so each ROW, COLUMN and 3-by-3 BOX (in bold borders) contains every digit, 1 to 9.

For strategies on how to solve Sudoku, visit www.sudoku.org.uk

SOLUTION TO PREVIOUS PUZZLE

1	2	7	4	8	3	9	5
4	8	9	5	8	2	3	1
3	5	8	7	9	1	6	4
8	3	8	1	2	7	5	9
5	7	1	9	3	4	2	6
2	9	4	0	5	6	7	3
7	4	2	3	1	9	8	5
6	8	3	2	4	5	1	7
9	1	5	6	7	8	4	2

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S	For Rent	Help
<p>FN is not ne incor- rections in the day 847-491- e paid in pted over must run aily does ading or uarantee rse any e. Please ring ads, oney.</p> <p>thwestern only from available respect to creed or mption is ng listing inatory.</p>	<p>Post a Classified! Now anyone can post and manage a classified ad. Go to: DailyNorthwestern.com/classifieds Questions? Call 847-491-7206</p>	<p>Join the y We create that chronic Northweste yearbook e sary. Intere Email: sylla ern.edu</p>

STEP 4: A classified ad for apartments goes under the “For Rent” section header. Note that the ad and the section header align to the purple and blue guide lines.

- Find the Sudoku:
`1_CompShop > 3_Classified > SUDOKU > [date]
 pzsud-h`
- Unlike the crossword, the sudoku is inserted into the page separately:
 Drag the puzzle (-p.tif) for the next day on top of the puzzle box.
 Drag the solution (-s.tif) for the previous day on top of the solution box.
 e.g. If you’re working on 10/15’s paper, place the puzzle for 10/15 and the solutions for 10/14
- Change the date beneath the sudoku puzzle to the next day, and update the “Level”.

STEP 5d & 5e: The puzzle for the next day goes on the left; the solution for the previous day goes on the right. The “Level” that applies for each weekday is also shown.

Placing Ads on the Paper

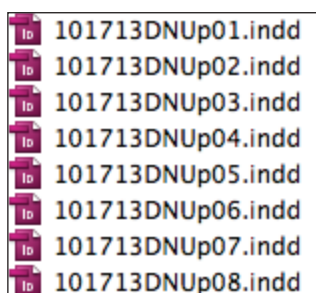
The last step for the next publishing day is to place the finished ads onto the actual paper. These pages then get sent to the editors who then fill in the gaps with articles.

Step 1: Read the information on the dummy.

Every day, the Daily's shop manager or one of the production artists creates a "dummy" of the newspaper. This sheet will tell you the position of ads. Thought goes into the placement of each ad, so it is important to follow along exactly as it describes. Check the date to make sure you are working on the correct issue.

Step 2: Create a folder for the next paper and create the pages.

- Go to *0_DailyNU_Production*.
- Right-click on the folder "*xx-xx-xx Daily NU copy*". Click *Duplicate*. Rename the new folder with the correct date
- In *0_DailyNU_Production > DailyNU_templates*, open the newest Daily InDesign template. Save as a new .indd file with the name "[MMDDYY] DNU01". Save this in the Daily NU folder you just created. Close the file.
e.g. "052517DNU01" for May 25, 2017.
- Inside the same folder, duplicate the InDesign file until it matches the number of pages in the paper for the upcoming day. Command-c and command-p will also duplicate the file.
- Rename the file with a new page number as needed.



STEP 2d & 2e: The .indd files have been duplicated and renamed appropriately for 10/17/13, an 8-page day.

Step 3: Apply the respective page format inside each InDesign page.

Open the Pages tab on the right toolbar. (If you do not see this, go to *Window > Workspace > [Advanced]*.)

Page 2: Drag the "Page 2" box onto the blank box below the line. Right-click on the latter box and select "*Override All Master Page Items*".

Page 3: Use the "Page 3" box. See Step 2.

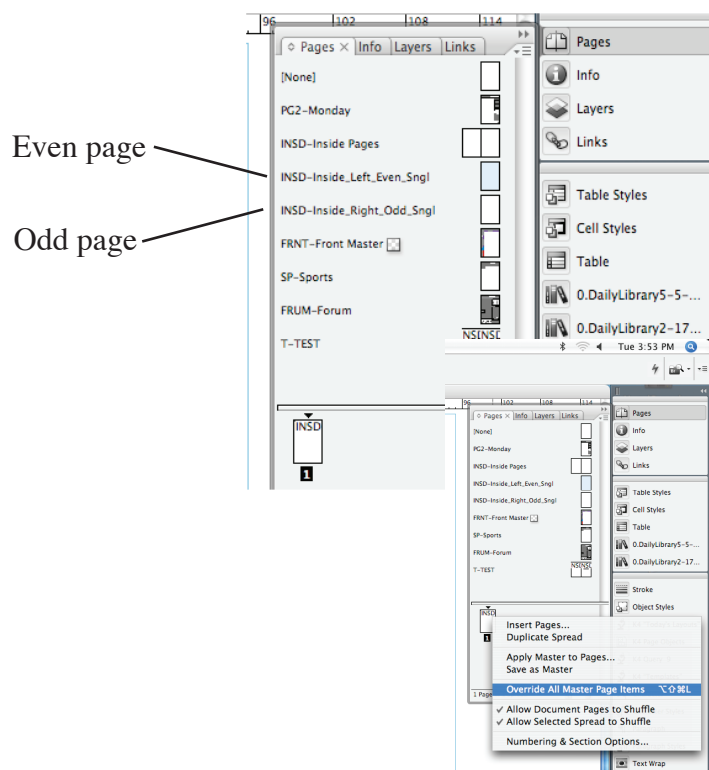
Page 1 (only if there is a front-page ad): Use the Front Page box.

Sports/Back Page (only if there is a back-page ad): Use the Sports box.

All other odd-number pages: Use the Inside-Odd box.

All other even-number pages: Use the Inside-Event box.

STEP 3: Applying a format "box" and using the "Override all master page items" option.



Placing ads on the Paper

2 NEWS | THE DAILY NORTHWESTERN

THURSDAY, MAY 25, 2017

AROUND TOWN

STEP 4: An example of the page number and the date, both of which need to be changed for each day and each page.

Step 4: Change the page number and date as appropriate.

Step 5: Place the ads onto the InDesign page.

- Drag all of the InDesign ad files onto the appropriate page while it is open. This is easiest to do when Finder is on top of InDesign on the screen. It does not matter if one or multiple are inserted at the same time.
- Move the ad to the correct spot according to the dummy. They should line up to the pink guide line. The space between ads should be 1 pica, or approximately the space between two blue guide lines (this can be eyeballed).



Step 6: Export the page.

a) Go to *File > Export...*

Or

Hold down *command + e*

b) If the ad is NOT a full-page ad, in the export dialog, save the PDF in the following:

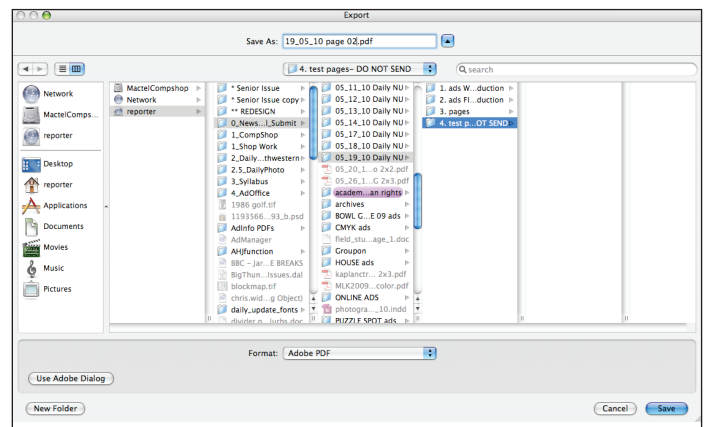
0_DailyNU_Production > [Date] Daily NU > 3. test pages- DO NOT SEND

If the ad is a full-page ad, save the PDF under:

0_DailyNU_Production > [Date] Daily NU > 2. Pages PDF final

Step 6: Print the page.

Print the page on the big printer *Eric.Lund 11x17*, or whichever printer is designated for 11x17 size pages.



A lot of what you can do can be done quicker with hot keys, which will improve your quality-of-life.

Copy - Command + C

Paste - Command + V

Save - Command + S

Print - Command + P

Export - Command + E

Zoom In - Command + Space Bar, and then drag the desired selection box

Zoom Out - Command + Space Bar + Option

Fit Content Proportionally - Command + Option + Shift + E

Fit Layout (page) to screen - Command + 0

Create a new layout (page) - Command + F2