

amNEWYORK

ADVERTISING SPECIFICATIONS

240 WEST 35TH ST.
9TH FLOOR, NEW YORK, NY 10001
(646) 293-9499 FAX (917) 591-6122
www.amny.com

This document is dedicated to make sense of the complexities in electronic ad make-up and print advertising. Our goal is to ensure that your ad works with our newspaper production systems and looks its' best in print.

PLEASE NOTE:

- Advertisers name, file name, desired date of publication and ad size must appear on all advertising items submitted.

PDF FILES

- The preferred file format is PDF. All files submitted as PDF (Portable Document Format) must be prepared with all fonts embedded.
- TIFF and EPS are the preferred file formats for graphics, within your final creative for submission. Please — no gifs, jpegs, bmps, wmf or pict.
- Create all EPS files with a TIFF preview.

DIGITAL MATERIALS

- Adobe files such as Adobe Indesign, Adobe Illustrator, Adobe Photoshop, Adobe PDF are all acceptable as camera ready art. NOT acceptable are Microsoft Word, Powerpoint and Publisher files.
- Include all original images (i.e. collect for output or package your final document).
- Include all fonts in Type 1 Postscript.
- All images must be at 200 dpi at 100% size. NOT acceptable are compressed files such as GIF.
- Logos should be in vector format or line art at no less than 600 dpi.
- All photographs and colors must be in CMYK format converted at SNAP Newspaper, 28 - 32% gain - not RGB. Total ink limit is set at 240%.
- Ensure all colors are prepared for process-color (CMYK) separations. Newspaper color separations are always combinations of CMYK inks.
- Materials can be submitted via CD, AdSend, AdTransit and AdDesk.

ELECTRONIC SUBMISSIONS VIA ADESK

AdDesk is the primary method of file submission for amNewYork. Register and create an account at no charge. No special software is required.

Go to <http://addesk.newsday.com/AdDesk>.

For a full spec sheet or additional prepress information, please visit: <http://addesk.newsday.com/AdDesk/FilePrep/FilePrep.jsp>

SPECIAL NOTE:

- **Please avoid 4 color black in your creative.**
- To ensure best results, avoid small, thin type.
- Double check your ad for correct dimensions and zero margins.

RGB vs. CMYK

For images to be printed in color, they must be saved as CMYK. Our press uses four color plates to produce full color images.

Color Printing

Color Registration refers to the accuracy of lining up the four colors (CMYK) during the press run.

Ink Coverage refers to how well the ink adheres to the newsprint. Problems in this area are described as heavy or light inking.

Gray Bar runs along the bottom of the front page to monitor the ink coverage throughout the entire press run.

Resolution

Vector images are created with mathematical formulas and can be enlarged or reduced without affecting print quality. Freehand and Illustrator create vector images. Raster images are created with pixels. Tiny dots are arranged in patterns to create photos and images. Photoshop can only create raster images, so enlarging or reducing the image can greatly affect quality.

Line Screen

Is the number of dots that are printed from the imagesetter. If you look at the newspaper under a microscope, you will see that all text and photos are made up of tiny dots. Line Screen should be 120, Gray Scale and Color.

PRODUCTION DEADLINES

Ads for Monday: artwork must be submitted by Thursday at 3pm.

Ads for Tuesday: artwork must be submitted by Friday at 3pm.

Ads for Wednesday: artwork must be submitted by Monday at 3pm.

Ads for Thursday: artwork must be submitted by Tuesday at 3pm.

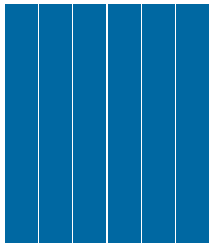
Ads for Friday: artwork must be submitted by Wednesday at 3pm.

CLASSIFIED specs available at <http://addesk.newsday.com/AdDesk/MakeAd/AMNYMechanical.jsp>

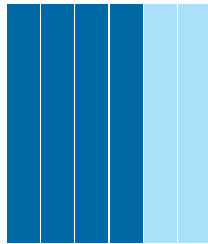
Production Contacts • Michelle Nielsen: 631-843-2648, Michelle Roesemann: 631-843-2562

Effective: MARCH 11, 2013

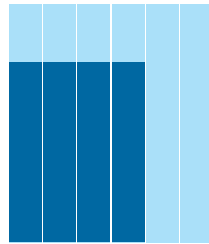
Modular Sizes



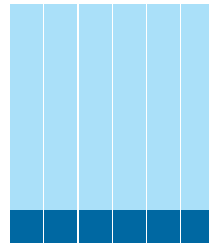
Full Page



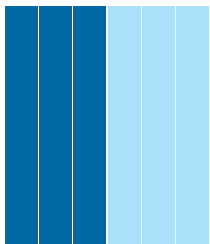
2/3 Page



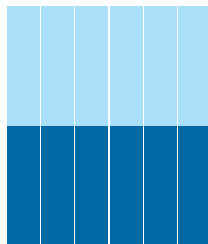
Junior Page



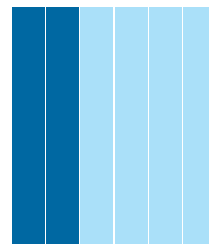
Strip



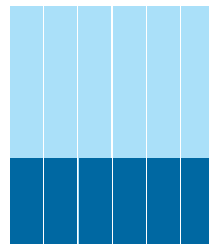
1/2 Page Vertical



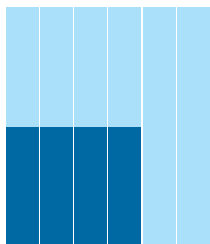
1/2 Page Horizontal



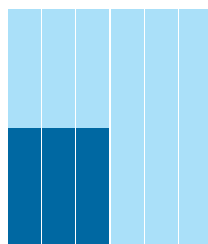
1/3 Page Vertical



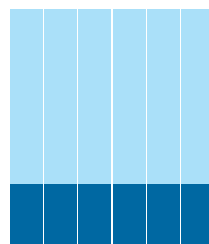
1/3 Page Horizontal



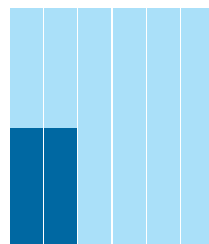
1/3 Page Square



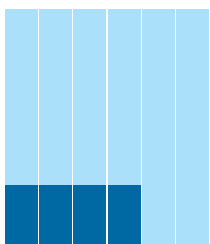
1/4 Page



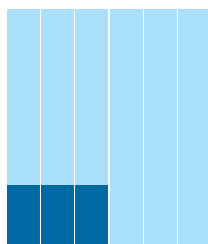
1/4 Page Horizontal



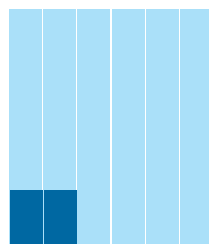
1/6 Page Vertical



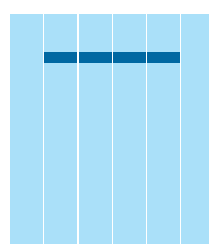
1/6 Page Horizontal



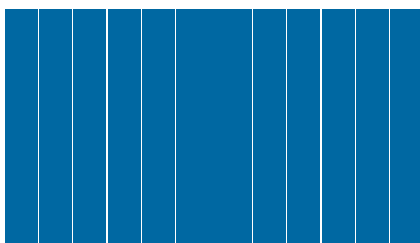
1/8 Page



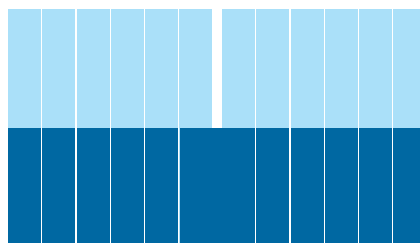
1/12 Page



Call Out Strip



Double Truck with Gutter Bleed*



1/2 Page Truck with Gutter Bleed*

New Modular Sizes

	Width x Height
Full Page	6 Col x 11"
2/3 Page	4 Col x 11"
Junior Page	4 Col x 7.62"
Strip	6 Col x 1.5"
1/2 Page Vert.	3 Col x 11"
1/2 Page Horiz.	6 Col x 5.42"
1/3 Page Vert.	2 Col x 11"
1/3 Page Horiz.	6 Col x 3.67"
1/3 Square	4 Col x 5.42"
1/4 Page	3 Col x 5.42"
1/4 Page Horiz.	6 Col x 2.64"
1/6 Page Vert.	2 Col x 5.42"
1/6 Page Horiz.	4 Col x 2.64"
1/8 Page	3 Col x 2.64"
1/12 Page	2 Col x 2.64"
1 Col	1 Col x 2.64"

Call Out Strip	6" x .61"
Front Page Strip	6 Col x 1.5"

Double Truck with Gutter Bleed*
19.75" x 11"

1/2 Page Truck with Gutter Bleed*
19.75" x 5.42"

Columns Sizes

The Maximum page height is 11 inches
Column Dimensions are:

1 col	1.44"wide
2 col	2.975"wide
3 col	4.566"wide
4 col	6.157"wide
5 col	7.786"wide
6 col	9.381"wide

Legal/Feeling Good/Paralegal Directories

Single	2.125" x 1.5"H
Double Tall	2.125" x 3.13"H
Double Wide	4.417 x 1.5"H

Wraps

Newsprint and Glossy Wrap Specs Available
Upon Request

*For gutter bleed, be sure to consult the
Production team for best results.

CLASSIFIED specs available at <http://addesk.newsday.com/AdDesk/MakeAd/AMNYMechanical.jsp>

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