



digital media requirements

how to get your files to us:

Upload (FTP) Site:

Our preferred method of digital media transmission is our File Transfer Protocol (FTP) site. Your direct connection to our server means your ads will be transferred completely and dependably. Use your internet browser to upload your files. If you are not sending PDFs, you can use a utility to compress your image, font and layout files prior to uploading. Once your files have been uploaded, you may verify receipt through your sales representative.

To upload files through File Transfer Protocol, please visit one of these sites:

Newspaper Advertising Files

<http://ads.kalamazoogazette.com>

Commercial Printing Files

<http://commercial.kalamazoogazette.com>

Michigan Business Review Files

<http://ads.mbusinessreview.com>

Instructions are available at the sites. Contact your sales representative to obtain a user login and password.

Disk:

We accept CDs or DVDs. Please label each disc clearly with advertiser and or agency name, contact number and address to ensure they are returned.

AdSend:

AdSend is a service provided by the Associated Press for delivering Acrobat PDF files via satellite to subscribing newspapers. If you plan to send an ad using AP AdSend, call the AP AdSend Marketing Department at (800) 223-7363 for an information packet between 9 a.m. and 5:30 p.m. EST. If you choose to send ads via AdSend you must send to each newspaper. Transmission code for the Kalamazoo Gazette is "MIKAL."

general information:

Ad Dimensions:

A full page broadsheet size is 10.875" x 20". A full page tabloid size is 10.875" x 11.5". Contact your sales representative for specific details regarding individual ad sizes and deadlines for display and classified advertising.

Deadlines:

Electronic files should be sent to arrive one (1) day prior to established hard copy deadlines, two (2) days for color ads.

Ad Transmission:

To facilitate easier and more accurate ad transmission, the Kalamazoo Gazette prefers to receive ads electronically. For best reproduction and accuracy, we prefer that electronic advertising be transmitted as PDF files whenever possible.

Compression:

Adobe Acrobat offers the best compression results. If Acrobat is not available, Stuffit or WinZip can be used to compress files. Self-extracting archives are recommended.

Fonts:

Serif and non-bold fonts under 10 points may disappear into reversed areas. Do not reverse small type over color images. Type smaller than 7 point should be avoided. All fonts used in the ad, including EPS graphics, MUST be provided.

Photoshop Specifications:

All scans should be sized in Photoshop as close to the final output size as possible. Enlargement or reduction of more than 25 percent in page layout software will result in loss of sharpness and image quality. Resolution should be at least 200 dpi for halftones and 300 dpi for bitmap images. Color scans must be saved using the CMYK mode. Any shadow in excess of 88% can be expected to print solid black. Line screen should be 100 lpi. Plan for a dot gain of 30% and a total ink limit of 240%.

Image Quality Concerns:

The best reproduction begins with good quality original materials. Good quality digital photos will render good reproduction. Preferable image resolution is 200 dpi for newsprint, 300 dpi for commercial media. Web quality (72 dpi) photos, graphics and printed halftone materials (magazines and newspapers) produce marginal results.

IMPORTANT: Please note that customer-generated proofs should not be relied upon for image quality because of the differences between off-press proofing materials, newspaper inks, proofing substrates and newsprint. Actual newspaper press runs are not physically capable of matching commercial desktop or electronic proofs.

Proofs are required and must be faxed to 269.388.8406

acceptable software:

- Adobe Acrobat
- QuarkXPress
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign

contact for more information:

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