


Technical Information



Minimum display advertising acceptable is 1 column by 1 inch. Advertising sold in 1/4-inch increments. Advertising over 19 inches in depth must be scheduled as full depth of 21.5 inches. Double truck minimum 4 column x 12 inches each page, plus gutter. Tabloid ads over 10 inches in depth must be scheduled as full depth of 11.75 inches. Printing method is Goss Offset Press, using photocomposition and aluminum plates. No shrinkage except retail advertising tabs; one-on-one camera art or slicks required for reproduction of illustrations. Engraving screen is 85 lines per inch.

Disk Formats	CDs, DVDs	
Software — Page Layout	Quark Xpress	6.5, 7
	MultiAd Creator	4.0 (Creator 2)
	InDesign	CS3
Illustration Program	Adobe Illustrator	CS3
	Freehand	
	Corel Draw	10.x
Photo Retouching Program	Photoshop	CS3
Others	Acrobat	7, 8
Technical Information	Linescreen – 85, Dot – Round, Dot Gain – 32%, Negatives – Emulsion down Right Reading.	
e-mail Address	composing@news-gazette.com	
Web Sites	www.news-gazette.com or http://connectad.news-gazette.com	
Preferred Format	Acrobat PDF preferred. Eps also accepted. If sending files in native format, be sure to include art and fonts. Also include any fonts in embedded eps. Use Stuffit to compress files.	
Production Questions	Greg Durbin, 217-351-5204, gdurbin@news-gazette.com or Tom Pikus, 217-351-5699, tpikus@news-gazette.com or fax 217-351-5386	
Naming Files	Due to the volume of files that we receive electronically, we request that the file name include the insertion date of the ad and the advertiser name. For example, the preferred way to name an ad for the Acme Company for August 16, 2006 would be: "081506 Acme ad.pdf." This ensures that the file name is unique, and easily identified by production personnel. The News-Gazette is not responsible for errors if the file name does not include both the first insertion date of the ad and the advertiser name (abbreviations okay). Due to Internet and e-mail limitations, these characters should NOT be used in file names submitted electronically: /?< > \ : * " 	

Information

ConnectAd

ConnectAd™ is a web site that makes it easier for advertisers to submit electronic ads or digital art for insertion in The News-Gazette, Home Finder, Rent Finder, University of Illinois sports programs or Accent. This method of sending files to The News-Gazette is an improvement over regular e-mail. It provides you, the advertiser, with an automatic confirmation that the file was received by us. It also notifies your News-Gazette ad rep and the prepress department that an ad was received. The entire process is faster, as you receive your confirmation on-screen as soon as the file transfer is complete.

ConnectAd™ does require the use of a login and password. To receive your login and password, please e-mail composing@news-gazette.com with your company name, address and your contact information. That log-in will “remember” your company information, saving you keystrokes each time you submit files to us.

For questions about using ConnectAd™ call 217-351-5699.

Services

No charge for initial composition work. Changes from the original copy on proofs will be made if time permits. Excessive changes on proofs will be charged at one-third of space rate. Upon request, proofs will be faxed, e-mailed or delivered within Champaign-Urbana and Savoy. Proof corrections can be phoned in to the Ad Services Department at 217-351-5246 or 217-351-5281 by 4 p.m. Monday through Friday.

Tearsheets for display ads will be provided, if requested, to all advertisers. There is a charge of 25 cents per tearsheet for quantities over 25.

A duplicate of a News-Gazette ad is \$5.00 per ad printed on Laser Jet printer. Digital delivery of a file is \$10.00 to each destination. Providing ads on a disk: \$30.00 each. Delivery of a file digitally or on disk will be available after publication in The News-Gazette.

The News-Gazette offers advertisers a free co-op service. Contact the co-op department at 217-351-5378 for details.

Suburban Rate

Advertisers who are located 30 or more miles from the MSA (Metropolitan Statistical Area) of The News-Gazette may be eligible for a special retail advertising rate. Contact your advertising representative for details.

