PRINT ADVERTISING SPECIFICATIONS & GUIDELINES

## THESE SPECIFICATIONS APPLY TO ALL OF OUR SOUTHERN CALIFORNIA NEWS GROUP PROPERTIES:

Los Angeles Daily News ■ The Orange County Register ■ The Press-Enterprise ■ Press-Telegram (Long Beach)

Daily Breeze (Torrance) ■ Pasadena Star-News ■ San Gabriel Valley Tribune ■ Whittier Daily News

Inland Valley Daily Bulletin ■ The Sun (San Bernardino) ■ The Facts (Redlands)

ARTWORK INFORMATION

■ Final advertising artwork should be submitted as press-ready PDF files, PDF/X-1a:2001 standard, Acrobat 4 (PDF 1.3) compatibility with all fonts and images embedded. Other acceptable formats are PSD, TIFF, AI, EPS, and JPG.

■ Artwork must be high resolution, at least 200 ppi at print size for newspaper ads, 300 ppi for ads printing on glossy paper such as magazines. RGB and spot colors will be converted to CMYK, which can result in slight color variations.

■ Ads up to 25MB may be submitted via email to your advertising account representative. Larger files may be sent via our FTP server, DropBox, HighTail or similar services.

■ **FTP INFORMATION: Host Site:** 173.227.60.178 **Username:** lang (lower case) **Password:** 1234 **Directory:** leave blank. Navigate to the **ADVERTISING** folder to upload.

■ Ads should be created using industry-standard graphic design software such as Adobe Indesign, Illustrator or Photoshop. Non-graphic programs such as Adobe Pagemaker, Microsoft Publisher, and Microsoft Word should be avoided.

■ When creating ads using Adobe Photoshop or Illustrator, fonts must be rasterized or converted to outlines before submission. A better option is to flatten Photoshop files and save as TIF, or save Illustrator files as PDF with fonts outlined and images embedded. *We strongly recommend that all ads be submitted in press ready PDF files, with all fonts and images embedded*

■ Any images, logos or other artwork placed in ads or provided separately for ad builds should be CMYK color space in PSD, TIFF, or EPS format. Image resolution should be 200 ppi at print size for newspapers, 300 ppi for magazines. JPG images may be used as long as they are high resolution and do not have JPG artifacts. RGB or spot colors will be converted to CMYK which can result in slight color variations.

■ For any questions about artwork setup or submission, contact our Prepress department at **(626) 544-6690**, or **prepress@scng.com**.

SOUTHERN CALIFORNIA NEWS GROUP

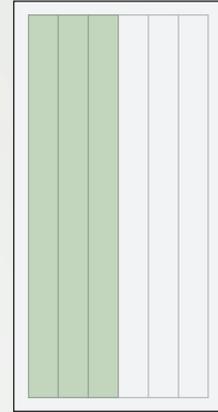# SCNG ROP DISPLAY AD SIZES – 42" WEB WIDTH
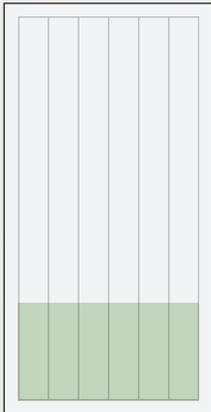
BROADSHEET MODULAR
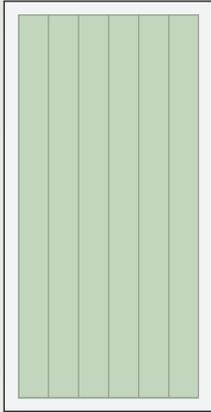
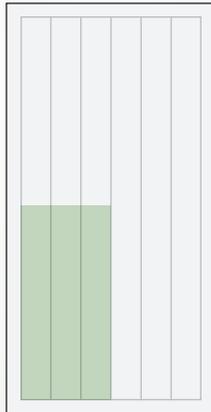**FULL PAGE**
6C (9.89") x 21"
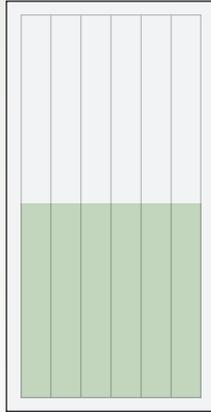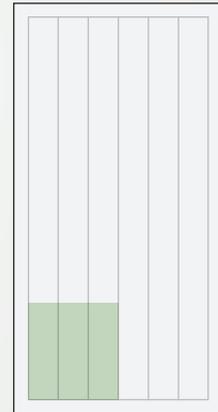
HALF HORIZONTAL
6C (9.89") x 10.5"

HALF VERTICAL
3C (4.89") x 21"

QUARTER HORIZONTAL
6C (9.89") x 5.25"

QUARTER VERTICAL
3C (4.89") x 10.5"

1/8 VERTICAL
3C (4.89") x 5.25"

1/16 HORIZONTAL
2C (3.22") x 4"

1/32 HORIZONTAL
2C (3.22") x 2"

SOUTHERN CALIFORNIA
NEWS GROUP

SCNG ROP DISPLAY AD SIZES – 42" WEB WIDTH
BROADSHEET PREMIUM POSITIONS

FOCUS
6C (9.89") x 3"

STRIP AD
6C (9.89") x 3"
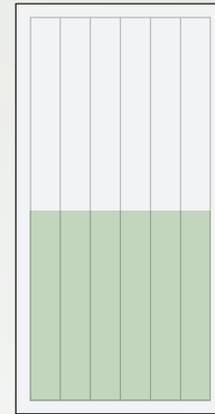
WEATHER
6C (9.89") x 10.5"
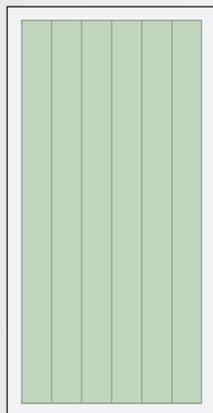
BACK OF MAIN FULL PAGE
6C (9.89") x 21"
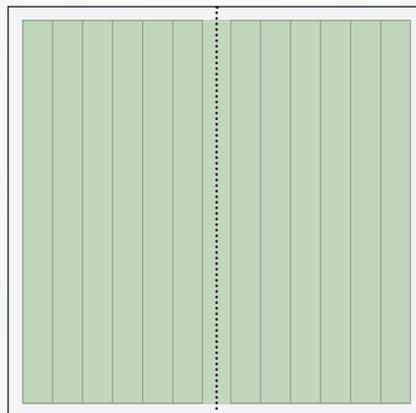
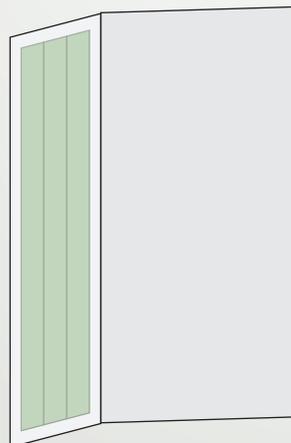**BROADSHEET DOUBLE TRUCK**
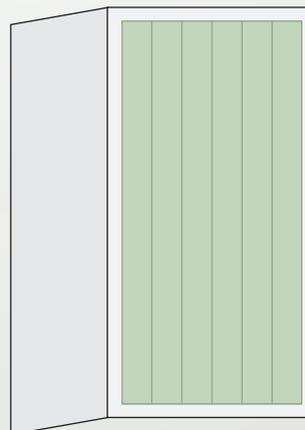12C (20.89") x 21"
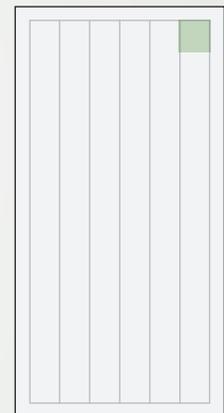
FRONT PAGE SKYBOX*
1C (1.75") x 1.75"

*Not available in The Orange County Register
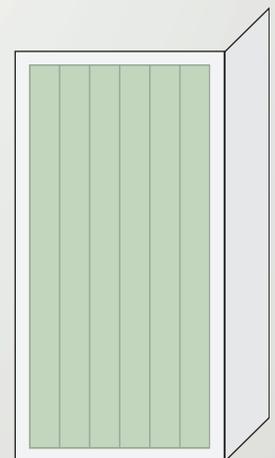or Press-Enterprise publications.
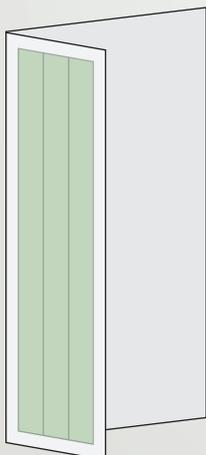
SPADEA FRONT FLAP
(4 COLOR)
3C (4.89") x 21"

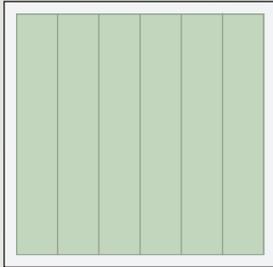**SPADEA INSIDE FRONT FLAP**
(B&W)
3C (4.89") x 21"

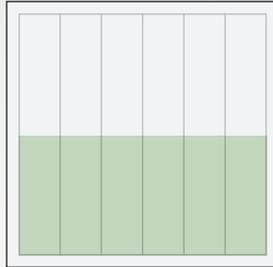**SPADEA INSIDE BACK FLAP**
(B&W)
6C (9.89") x 21"

SPADEA BACK FLAP
(4 COLOR)
6C (9.89") x 21"
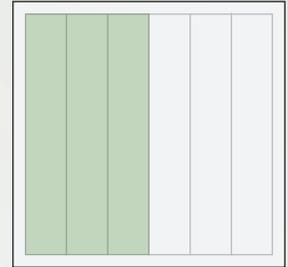
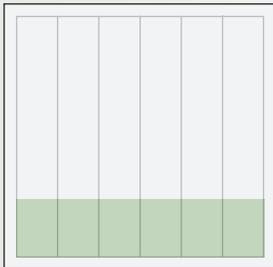# SCNG ROP DISPLAY AD SIZES – 42" WEB WIDTH

TABLOID MODULAR
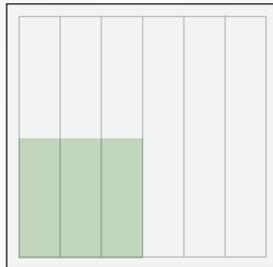
FULL PAGE
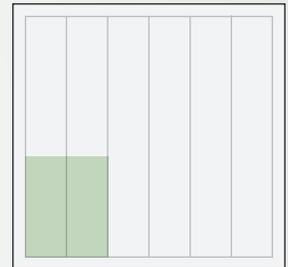6C (9.89") x 9.65"

HALF HORIZONTAL
6C (9.89") x 4.75"

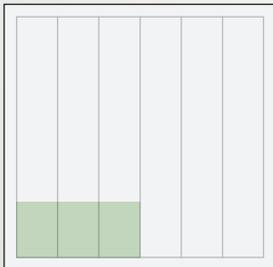**HALF VERTICAL**
3C (4.89") x 9.65"

QUARTER HORIZONTAL
6C (9.89") x 2.3"

QUARTER VERTICAL
3C (4.89") x 4.75"

1/8 VERTICAL
2C (3.22") x 4"

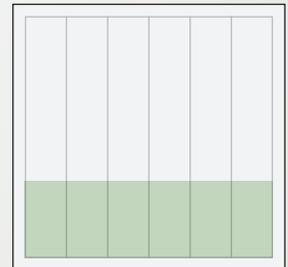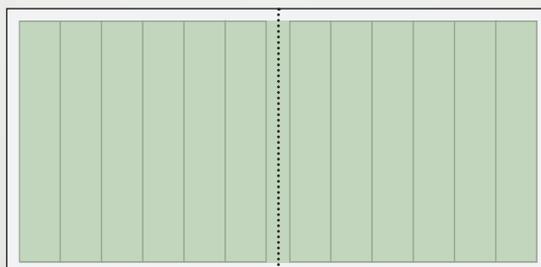**1/8 HORIZONTAL**
3C (4.89") x 2.3"

1/16 HORIZONTAL
2C (3.22") x 2"

STRIP AD
6C (9.89") x 3"

TABLOID DOUBLE TRUCK
12C (20.89") x 9.65"