

REQUIREMENTS FOR DIGITAL AD DELIVERY

- *The Post and Courier* prefers to receive ads in digital format. However veloxes or printed material can be scanned and used in our products.
- Files are processed on Macintosh computers.
- We accept: PDF, Illustrator, Photoshop and Quark files.
- Document size should equal the finished ad size. We use 50" web sizes and standard SAU sizes. Include a laser proof of your ad for reference.

PDF

- PDF files should be created using Acrobat Distiller.
- Create your PDF using recommended Distiller settings, which can be downloaded at: www.charleston.net/distiller.
- Graphics embedded in a PDF should conform to the specifications of their native programs as outlined below. (See Photoshop and Illustrator)
- If you are using Photoshop as your layout program, flatten your file and "save as" a Photoshop eps version 6 or less.
- If you are using Illustrator as your layout program, convert all type to outlines and "save as" Illustrator version 8.
- PC files are OK provided all fonts are embedded correctly.
- Document Security should be set to "No Security" as follow: File > Document Security > Security Options: No Security > Close.

QUARKXPRESS

- In addition to the document, we need the fonts and images. Use only Postscript Type 1 fonts and include the screen and printer files for each font. Images can be EPS, EPSF or TIFF. Graphics placed in the Quark file should conform to the specifications of their native programs as outlined below. (See Photoshop and Illustrator) We prefer Quark 4.11 but can accept Quark 5 and Quark 6. PC files should be converted to PDF using Acrobat Distiller or we will have to substitute fonts.

PHOTOSHOP

- Flatten layers and size and crop images according to use in document.
- Line art - 300 dpi
- Grayscale - 130 dpi
- Color - 200 dpi saved as CMYK
- Convert all color images to CMYK and save as Photoshop EPS. Black and white images should be grayscale or bitmap and saved as Photoshop EPS with binary encoding or TIFF format. Never save your images as RGB or Duotone mode. Do not save as JPEG or an EPS with a JPEG format, compression or encoding.
- When saving a Photoshop file:
 - Do not check "include halftone screen" in the EPS options dialog box.
 - Do not check "include transfer function" in the EPS options dialog box.
 - Do not check "Postscript color management" in the EPS options dialog box.
 - Do not check "LZW compression" in the TIFF options dialog box.
- If an embedded clipping path is used, there must be only 1 path saved with the file and it must not contain more than 500 points.

ILLUSTRATOR

- Create outlines on type and "Save As" an Illustrator EPS version 8. Document mode should be CMYK color. Graphics for black and white ads should be converted to grayscale, 130 dpi. Graphics for color ads should be CMYK, 200 dpi. No RGB or Pantone. Size and crop graphics in Photoshop before placing them in an Illustrator document.

FONTS

- Use Postscript Type 1 fonts. Include the screen and printer fonts (Mac users only). TrueType fonts cannot be used. *The Post and Courier* reserves the right to substitute similar fonts if a font is not supplied or is unusable with our equipment at our site. Type smaller than 6 points may not print legibly.

CHANGES TO PDF files

- Only limited corrections or modifications can be made to a PDF file. It is best for you to make the changes and submit a revised PDF.
- If you anticipate making changes, send us a Quark file and we will substitute our fonts for your fonts.

NEWSPAPER PRESS PRINTING

- Newspaper printing holds 2% highlight dot and 85% shadow dot.
- Newspaper printing dot gain is about 28% in all colors with a magenta cast (about 30% gain).
- Scan at actual output size for best image quality rather than resizing your art in your software. Large file sizes can create output problems.
- DO NOT enlarge more than 110% or reduce more than 90% in your ad-building software .
- Additional cropping of images should be done in Photoshop rather than your ad-building program to reduce file sizes.

REMOVABLE MEDIA

- 100 MB ZIP cartridge.
- Compact Disc (CD) in Macintosh format or PC format ISO9660.

INTERNET E-MAIL

- We can accept your ad via e-mail if it is smaller than 3 megabytes. Contact your Account Executive to place your order. E-Mail the ad to adcom@postandcourier.com. Account name, *Post and Courier* Account Executive, publication date and ad order number are required in the subject line. Please cc: your email to your account executive.

AP ADSEND

- For information on using this ad delivery service, call 1-800-2-ADSEND

FTP

- Our FTP address is [ftp.postandcourier.com](ftp://ftp.postandcourier.com). For information on using this site, call Debbie Powell at 1-843-937-5690. This site is password protected and a login and password must be set up.

FASTCHANNEL

- For information on using this ad delivery service, call 1-866-321-3278.

CLARIFICATION

- *The Post and Courier* accepts ONLY the listed applications. The sender is responsible for problems caused by the design. *The Post and Courier* will do everything possible to make sure the file runs properly.

The Post and Courier

BECAUSE KNOWING
MAKES A DIFFERENCE.



134 Columbus Street • Charleston, South Carolina 29403-4800 • www.charleston.net

For more information, please contact your Account Executive or our Advertising Department at (843) 937-5468, fax (843) 937-5463

MECHANICAL MEASUREMENTS

Measurements are in inches decimal and are based on NAA standard 50 inch web column widths. Printing Process: pre-press, offset, 90-line screen.

For pica/point measurements, please call Advertising Production at (843) 937-5690.

ROP COLUMN WIDTHS		CLASSIFIED COLUMN WIDTHS	
1	1.833	1	1.181
2	3.792	2	2.486
3	5.750	3	3.792
4	7.708	4	5.097
5	9.667	5	6.403
6	11.625	6	7.708
DOUBLETRUCK	24.125	7	9.014
		8	10.319
		9	11.625

TABLOIDS

The Post and Courier publishes regular weekly and supplemental publication tabloids in three different formats: modular, non-modular, and classified. Your Account Executive will advise you of the correct format to use. In all three formats, full page depth is 11.5 inches and ads over 10.00 inches in depth will be charged as 11.5 inches.

1) MODULAR

Available ad sizes in this format, in inches decimal, are:

AD SIZE	WIDTH	DEPTH	AD SIZE	WIDTH	DEPTH
Full Page	9.667	11.5	Quarter Pg Vertical	4.764	5.5
Half Page Vertical	4.764	11.5	Quarter Pg Horiz.	9.667	2.75
Half Page Horiz.	9.667	5.5	Eighth Page	4.764	2.75

2) NON-MODULAR

Non-modular tabs are published in a five-column-width format using the "ROP Column Widths" listed above. PREVIEW and BUSINESS REVIEW, published weekly in The Post and Courier, are 5-column tabloids. A full page ad in a non-modular tabloid is 5 ROP columns x 11.5 inches, or 57.5 column inches.

3) CLASSIFIED

The Saturday Real Estate Tabloid, published weekly in The Post and Courier, is a 7-column classified tabloid, using the "Classified Column Widths" listed above. A full page ad in a classified tabloid is 7 classified columns x 11.5 inches, or 80.5 column inches.

STANDARD AD UNITS (SAU)

Standard Ad Units will be accepted from advertisers and billed at the appropriate earned rate. Standard ads over 18.00 inches in depth will be charged at 21 inches.

DEADLINES

For prepared material including layout and typed copy

PUBLICATION DAY	CLASSIFIED LINE ADS DUE	DISPLAY ADS DUE
Monday	Friday 3 p.m.	Thursday 5 p.m.
BUSINESS REVIEW		Thursday 5 p.m.
Tuesday	Monday 12 p.m.	Friday 5 p.m.
Wednesday	Tuesday 12 p.m.	Monday 5 p.m.
Thursday	Wednesday 12 p.m.	Tuesday 5 p.m.
PREVIEW		Tuesday 5 p.m.
PREVIEW Employment Ads	Tuesday 5 p.m.	Tuesday 3 p.m.
YOUR LOWCOUNTRY (zoned sections)		Monday 5 p.m.
Friday	Thursday 12 p.m.	Wednesday 5 p.m.
TVWEEK		Tuesday 5 p.m.
		10 days prior to publication date
Saturday	Friday 12 p.m.	Thursday 5 p.m.
AUTOMOTIVE	Thursday 3 p.m.	Thursday 5 p.m.
REAL ESTATE TAB PHOTO ADS		Tuesday 5 p.m.
REAL ESTATE TABLOID	Thursday 5 p.m.	Wednesday 5 p.m.
Sunday	Friday 3 p.m.	Thursday 5 p.m.

PROOF OUT SERVICE

Advance above deadlines 24 hours. PREVIEW advance 48 hours.

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