

Digital Ad Guidelines

The Alleghany News recommends industry-standard PDF files for all digital ad submissions. Below, you will find detailed specifications and reminders needed to create either a PDF file or other acceptable digital ad files to maximize your ad's reproductive quality in *The Alleghany News*.

DIGITAL AD SPECS:

- **Color:** CMYK or grayscale (NO RGB, LAB, DUOTONE, etc.)
- **Line Screen:** 100-line screen
- **DPI:** All continuous tone images should be exactly 150 or higher dpi at their final output size. Line art should be at least 1,170 dpi. Web art is usually NOT a high enough resolution. Unless a particular Web site is designed for art downloads.
- **Type:** Text should be embedded, converted to outlines, or rasterized. Also, type should be kept at a minimum of 6-point for standard or 10-point for reverse. Reverse or knockout type should be 0% (white) type on a 70% screen or higher. Fine serif typefaces should be avoided in reverse type.
- **Media Accepted:** CD, Flash Drive
Mail or deliver to *The Alleghany News*, PO Box 8 Sparta, NC 28675
- **Size:** Newspaper ads are scheduled in column widths (W) by inches (H). Please make sure your ad is the correct size.

Retail and Classified

1 column.....	1.833"
2 column.....	3.792"
3 column.....	5.75"
4 column.....	7.708"
5 column.....	9.667"
6 column.....	11.625"

Note: Digital ads should be evaluated on an individual basis with an expected dot gain of approximately 30%. All ads supplied to *The Alleghany News* should have a minimum of 5% dot in the highlight and a maximum of 80% dot in the shadow area. Any part of the ad not intended to print solid black should be created with a maximum 85% screen. A minimum of 20% contrast between foreground and background is recommended.

ACCEPTABLE DIGITAL ADS FILES:

ACROBAT PDF

9.0 or below • fonts embedded, non-subsetted • distilled PDFs preferred • no or little compression • ASCII PS Level-2 encoding

ILLUSTRATOR PDF, EPS

CS4 or below • fonts to outlines

PHOTOSHOP PDF, EPS, TIFF

CS4 or below • fonts rasterized

INDESIGN PDF, EPS

CS4 or below

NOT ACCEPTABLE AS FINAL DIGITAL AD FILES:

Microsoft Word, Excel, Power Point, Microsoft Publisher, Corel Draw, or FreeHand. These files may be submitted for use in ads, just not as final digital ads for the camera ready deadline.

SUBMIT DIGITAL AD FILES TO:

ads@alleghanynews.com
Include name of business and run dates and contact information in case of technical difficulties.