

### Create an AdDesk account and start uploading ads today

When you send ads using AdDesk, you will receive an electronic receipt confirmation with the assurance that your ad is securely delivered and is ready for publication.

## Welcome to AdDesk



My Account



Customer Service



Ad Make-Up



File Delivery

Membership

- Ad Opportunities
- Advertising Rates
- Deadlines
- Demographics
- Downloads

- Ad File Preparation
- Mechanical Specs

- Ad Materials

Create an Account

1. From your web browser, go to <http://addesk.utsandiego.com> and select **Membership** under My Account.
2. Click on the Go button beside Register for your FREE Membership, fill in the text fields with your information and click on Submit. The system will display a confirmation message once your account has been established.
3. Proceed with login by selecting **Ad Materials** under the **File Delivery** tab.
4. Enter your newly created Member Name and Password and click Sign In.
5. Fill in the text fields with the ad information and click on the Browse button to attach your file.
6. Click the checkbox option under Important Deadline Notice after reading the terms and click on Complete Submission.

#### Consider this:

**HIGH-RES PDFS** are preferred. It's best to use Acrobat Distiller to produce your PDF using the [PDF/X1a:2001] (print) export option. This option best eliminates potential issues with items such as transparencies, fonts & color.

**NEWSPRINT DOT GAIN** Did you know that newsprint can add approximately 35% dot gain to your on-screen display? Keep in mind where your ads are publishing as you are preparing photos and graphics.

**PHOTOSHOP COLOR SETTINGS** (U-T Newsprint Custom)

**BLACK COLOR USAGE** Please pay special attention to your program's black color swatches. Many swatches that appear to be black may actually consist of C/M/Y/K mixes. Black body copy should always be 100% black only.