

## Make sure your ads print their best

Important information for designers to know prior to producing advertisements.

### KNOW YOUR MEDIA

Prior to ad creation, it is important to know the medium where the ad will be displayed (i.e.: newsprint, magazine, website, etc.) The following two sets of ad specs apply to newsprint or commercial printing press.

When producing ads for newsprint, be aware of dot gain & black ink usage.

#### NEWSPRINT

**COLOR SPECS:** Newsprint advertising supports C/M/Y/K printing only (Pantone spot colors and RGB source files must be converted to C/M/Y/K prior to ad submission.)

**OTHER SPECIFICATIONS:**

Grayscale / CMYK images = 300 dpi  
 Bitmap/ line art = 600 to 1200 dpi  
 Line screen = 100 lpi  
 Total Ink Coverage = 220%  
 Dot gain = 35%

**REVERSED & COLORED TYPE:** Reversed and colored type should be sans serif and no smaller than 14 point.

**SOLID REVERSED:** Solid reverse areas must be screened at 80% if they occupy more than 30% of the area in ads of 10 column inches or larger.

#### PRE-PRINTS (*flyers & other non-newsprint products*)

**COLOR SPECS:** Pantone Colors may be used in certain pre-print products. (please check with your U-T Acct. Exec. prior to ad production.)

**OTHER SPECIFICATIONS:**

Grayscale / CMYK images = 300 dpi  
 Bitmap/ line art = 600 to 1200 dpi  
 Line screen = 150 lpi  
 Total Ink Coverage = 280%  
 Dot gain = 5%-10%

**REVERSED TYPE:** Reversed type should be sans serif and no smaller than 10 point.

#### 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.

**NO HALFTONE SCREENS, TRANSFER FUNCTIONS OR POSTSCRIPT COLOR MANAGEMENT.**

### FILE FORMATS

- PDF:**
- High-Resolution PDFs are preferred. It is best to use Acrobat Distiller to produce your final PDF – using the **PDF/X1a:2001** export option. (this option will best eliminate any potential issues with items such as transparencies, fonts & color.)
  - Embed or outline all fonts
  - Convert all colors to CMYK (unless specified otherwise)

**NATIVE FILES:** If you need U-T San Diego to have editing capabilities of your ad, you can provide native files, providing they meet our criteria; U-T San Diego is currently using Adobe Creative Suite & Adobe Creative Cloud (InDesign, Illustrator, Photoshop & Acrobat Professional with PitStop plug-in). Be sure to PACKAGE all fonts and graphics. All photo/image files must be converted to C/M/Y/K color space. RGB & PANTONE colors are not acceptable (unless specified otherwise).

**LINKS** (these files can be download and save to your desktop)

[PHOTOSHOP COLOR SETTINGS](#) (U-T Newsprint Custom)

[U-T NOTE TEMPLATE](#) (3"x3" self adhesive sticker)

[P&D TEMPLATE](#) (10" x 11" pre-print)

[ONLINE AD SPECS](#)