

U-T Community Press

Inland Division Newspaper & Online Production Specs

Print Ad Production Specs

In-House Art Dept

The art department can help you create an advertising campaign to reach your audience. We can also create ancillary marketing projects and take care of all your printing needs. With years of design experience, your ad campaign is in good hands with us.

Method of submitting artwork and ads

- CD or DVD
- E-mail: (for files under 5MB)

Ask your advertising representative for email address.

When sending via e-mail please be specific with:

- A) the size of your ad
- B) Your business name
- C) Name of your advertising representative
- D) Issue and date of your run

- (For files larger than 5MB)

Large filesize ads can be sent using a web-based secure digital file delivery company such as Dropbox, Google Drive or YouSendIt. All are available for download on the internet. You can also submit artwork via FTP. For more information regarding FTP sites, ask your advertising representative. FTP programs such as Filezilla, FTP Explorer, Fetch™, Cyberduck or Transmit must be used to upload via FTP. All are available for download on the internet.

When submitting artwork, please place all files in a single compressed folder with the business name & date of your run.

Digital Art And Photo Submission

- File format: TIFF (preferred), JPEG or EPS*
- File size: Minimum 240-300 dpi at image size to be printed. Web images are generally unacceptable (usually too small).

*If you are submitting a file in Illustrator, Quark or InDesign in the EPS file format, please include all fonts and images used in the production of the file. Best practice is to convert all text to outlines. Do not embed PDF files. Make flattened InDesign files into pdfs.

When Submitting Complete Ads

- Images should be readable on the Mac platform and applications (Quark, Photoshop, Illustrator or InDesign)
- File format: PDF, TIFF, JPEG, EPS*, Quark or InDesign Document, Photoshop Document, Illustrator Document. For PDF, see below.
- When providing ads in Quark, Illustrator, InDesign or EPS files

ALWAYS provide all artwork and fonts used in production of ad. PDFs are acceptable if all images are included, (CMYK if color) and all fonts are embedded in the file. PDFs made by Microsoft Word generally are unusable.

Advertisers who submit ads in PDF format are responsible for the way the ad prints.

Microsoft Publisher files cannot be used or converted.

Submitting Files

We prefer ads are sent digitally.

Files sent via email should be sent to your media consultant.

Large filesize ads can be sent using a web-based secure digital file delivery company such as Dropbox, Google Drive or YouSendIt.

Advertising Space & Copy Deadline

La Jolla Light: Friday, 10:00 am
Rancho Santa Fe Review: Friday, 10:00 am
North Coastal: Friday, 10:00 am
Poway News Chieftain: Friday, 4 pm
Rancho Bernardo News Journal: Friday, 4 pm
Ramona Sentinel: Friday, 4 pm

Camera Ready Copy Deadline

La Jolla Light: Monday, 12:00 noon
Rancho Santa Fe Review: Monday, 12:00 noon
North Coastal: Monday, 12:00 noon
Poway News Chieftain: Monday, 12:00 noon
Rancho Bernardo News Journal: Monday, 12 noon
Ramona Sentinel: Monday, 12 noon

Online Ad Production Specs

ACCEPTED FILE FORMAT: GIF87, GIF89a, JPEG

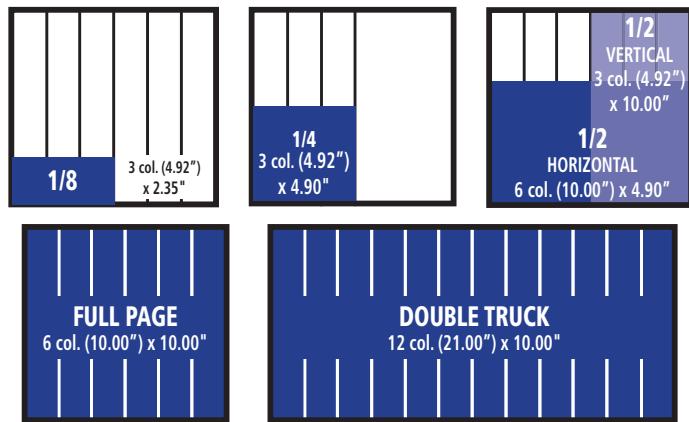
RESOLUTION: 72 dpi

ANIMATION: GIF animation is permitted unless ad uses excessive system resources. No blinking.

CLICK URL: Click URL must be included when creative is submitted. Only one URL per ad.

GUIDELINES: All creative assets must be submitted for testing and approval at least 3 business days prior to the campaign start date. Ads may not be designed to blend in with the site or mimic editorial fonts or colors. Ads may not include fake form elements or other graphic symbols that represent non-existent functionality. No Flash ads or ads employing java script or other scripting languages are permitted. No pop-up or free-form ads.

Tabloid Sizes



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La Jolla Light · lajollalight.com | Rancho Santa Fe Review · rsfreview.com | Encinitas Advocate · encinitasadvocate.com | Del Mar Times · delmartimes.net
Carmel Valley News · sdcarmelvalleynews.com | Solana Beach Sun · solanabeachsun.com | Ramona Sentinel · ramonasentinel.com
Poway News Chieftain & Rancho Bernardo News Journal · pomeradonews.com

For more information call 858.218.7212