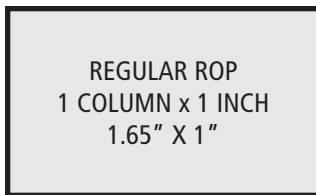


## ROP DISPLAY MECHANICAL INFORMATION

### Depth Requirements

The minimum ad depth is one inch. Ads are billed to the nearest 0.25". Maximum depth for an advertisement before being charged for a full column is 9 inches for a tabloid page and 20 inches for a standard page. To ensure the positioning of two facing ads at the gutter, each of the facing ads must be a minimum of four columns x 18 inches or five columns x 16 inches.



### ROP Display Columns

There are six columns to a page. A standard full page consists of 135 total column inches, with a maximum depth of 22.36 inches; tabloid pages consist of 63 total column inches and have a maximum depth of 10.5 inches.

| Number of Columns | Width in Inches |
|-------------------|-----------------|
| 1                 | 1.65"           |
| 2                 | 3.43"           |
| 3                 | 5.20"           |
| 4                 | 6.98"           |
| 5                 | 8.76"           |
| 6                 | 10.54"          |

### Doubletruck Sizes

Minimum depth is 10.5 inches. Available in these widths:

#### Standard Pages

| Number of Columns | Width in Inches | Full Depth Column Inches |
|-------------------|-----------------|--------------------------|
| 13                | 22.04"          | 292.5"                   |

#### Tabloid Pages

| Number of Columns | Width in Inches | Full Depth Column Inches |
|-------------------|-----------------|--------------------------|
| 13                | 21.88"          | 136.5"                   |

Note: Doubletruck deadlines are 24 hours prior to all regular deadlines. Copy changes made on doubletrucks after 5 p.m. two days prior to weekday issue and after 5 p.m. Thursday for Sunday issue will be charged a minimum \$290 (noncomm.).

Doubletruck cancellations less than 14 days prior to publication date will incur a \$510 (noncomm.) cancellation charge. Standard gutters are charged as a full column.

### Gatefolds

A gatefold is a continuous page and a half of advertising in the center of an ROP section, plus one half-page of advertising on the front of the connected half-page. Billed as a full doubletruck, a gatefold is equal to a total of 292.5 column inches of advertising. At least six weeks advance notice is required.

|                 |                           |
|-----------------|---------------------------|
| Page 1          | 5.20" wide x 22.36" deep  |
| Page 2          | 16.70" wide x 22.36" deep |
| Back (optional) | 10.54" wide x 22.36" deep |

### Creative Shaped Ads (Non-standard ad shapes)

Creative shaped ads are available in all products except PacificNW magazine. An additional production charge of 25% applies. Minimum ad size is 20 column inches. Space reservation deadline is seven days in advance of regular deadlines; material deadline is 24 hours in advance. Ad positions are not exclusive on page. Watermark and/or shadow ads are not currently available.

### Sunday Comics Measurements

|            |               |
|------------|---------------|
| 1.5" strip | 10.25" x 1.5" |
| 1" strip   | 10.25" x 1"   |

### Sunday Comics Wrap

10.25" x 20" per side

All contracts and rates are subject to The Seattle Times terms and conditions. See [seattletimescompany.com/terms](http://seattletimescompany.com/terms) for full details.

## AD PREPARATION AND OUTPUT SPECIFICATIONS

We are able to accept PDF files that fit the specifications listed below. For information on how to submit your ad digitally, visit [seattletimescompany.com/adsubmission](http://seattletimescompany.com/adsubmission). If you are having trouble creating a PDF, please contact the Digital Ad Reception department (DAR) at 206/464-2340 or e-mail us at [darsupport@seattletimes.com](mailto:darsupport@seattletimes.com).

### TECHNICAL SPECIFICATIONS

#### Black-and-White Ads

Screens should be output at 100-line ruling with a minimum resolution of 200 dpi with standard screen angles.

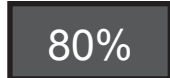
#### Halftones

Resolution of 200 dpi or higher.

|               |     |
|---------------|-----|
| Highlight Dot | 5%  |
| Midtone Dot   | 35% |
| Shadow Dot    | 85% |

Dot gain compensation should be set to 30%.

Black screens less than 20% or greater than 80% are not recommended.



#### Full-Color Ads

All spot colors provided as CMYK.

100-line screen ruling with a minimum resolution of 300 dpi with standard screen angles.

#### Color Dot Aimpoints

|           | Cyan | Magenta | Yellow | Black |
|-----------|------|---------|--------|-------|
| Highlight | 5    | 2       | 2      | 0     |
| Midtone   | 36   | 28      | 28     | 10    |
| Shadow    | 60   | 50      | 50     | 80    |

Dot gain compensation set to 30%. It is not recommended to exceed 220% for total ink coverage. Trapping is recommended at .25 pt to .30 pt.

#### Acrobat Distiller Settings

##### Resolution:

- 1200 dpi

##### Image Compression: Color and Grayscale Bitmap Images

- 100-line Screen for newsprint
- 100-line Screen for Pacific Northwest magazine

##### File Compression:

- Zip
- Quality: Medium
- 8 Bit (Distillers)

##### Fonts:

- Embed All Fonts / Everything else off
- NOTE: When creating your PDF, DO NOT USE MULTI MASTER, TYPE 3 or BITMAP FONTS. True type fonts will be converted to Type 1.

##### Monochrome Bitmap Images:

- Bicubic Downsampling at 1200 dpi
- Compression: Zip
- Compress Text and Line Art
- Color: Leave Color Unchanged on / Everything else off

##### Advanced:

- Process DCS on

##### Files on Default Page Size (inches):

- Width: 10.54"
- Height: 22.362"
- Resize Page and Center Artwork for EPS
- We only accept PDF files saved as 1.3 PDF version or lower. Include crop marks in all PDFs.

#### Font Size Recommendations

- Type should be no smaller than 7 pt.
- **Reverse type should be no smaller than 10 pt.**
- Sans serif type families will reproduce best. Typefaces with thin strokes (serifs) and thin lines will result in variation of reproduction quality.
- When using reverse type on a multi-color background, sans serif fonts of at least 12 pt. are recommended.
- When using color-built type, sans serif fonts of at least 14 pt. are recommended.
- Screen type of 80% or more will reproduce as a solid color due to dot gain.
- For readability, reverse or color-build type should not be positioned on top of screened backgrounds of less than 70%.
- Fine rules and small type should be reproduced as one color only. Do not use "hairline rules."