

# MATERIAL SPECIFICATIONS

## Creating Your Own Ads

### Newspaper Ad Specifications

If you decide to create your own advertisement, follow the below specifications to ensure maximum reproduction in newspapers.

### Color

All color should be in a CMYK format; which includes text, photos, art, and backgrounds.

### Images

- Prepare materials to compensate for a 30% dot gain at midtowns; images will appear darker when printed on newsprint, than they do on your computer monitor.
- Halftone images should be 200 dpi at 100% size.
- White type on 4-color images is not recommended.
- Total ink limit should not exceed 240%
- Do not use rich black for text.
- Do not use images from the internet, they are low resolution and are not compatible with print.

**Typography;** Clarity and Readability.

#### 1. Black Text:

- **Size;** a minimum of 8 points
- **Color Formula;** for black text should be 100% black (**C 0%, M 0%, Y 0%, K 100%**). Not a combination of the 4 process colors creating a “process” or “rich” black. Do not use rich black for text.
- Using Photoshop to create black text is not recommended.

#### 2. Color Text:

- **Color Text;** use a minimum of 12 points, a non-serif font is recommended
- **Color Formula;** a maximum of 2 process colors should be used to create the color text. If more than 2

process colors are used it will cause misregistration and make text appear “fuzzy” or “blurry” once printed.

See example below

- Text created using 2 process colors;  
90% Cyan, and 70% Magenta = Registered Color Text

- Text created using 4 process colors;  
40% Cyan, 50% Magenta, 100% Yellow, 20% Black =

**Misregistered Color Text**

3. **White Text ;** When you are placing white text over a black or color background:

- Fonts should be a minimum of 12 points; a non-serif fonts recommended.
- Black boxes should be 100% black, and color boxes a maximum of 2 process colors.

12 Points  
No Serif

12 Points  
With Serif

8 Points  
No Serif

8 Points  
With Serif

4. **Rules and Hairline borders ;** Should be a minimum of .5 points.

### Priority Checklist; Did you remember to?

- Create documents at 100% of printed size (ads must not require scaling).
- Scan images at 100% of original size.
- Not apply artificial type styles to fonts (bold, italic, outline, etc.)
- Scan line art at a minimum of 300 dpi and scan at 100%.
- Check your ad is created at the correct size.
- Proofread your ad for typographical and grammatical errors.
- Include in your ad an: address, phone number, a logo or name of your business, and business hours?

