

Chagrin Valley Times

The Solon Times

The Geauga Times **COURIER**

MECHANICALS

Offset Printing: Use 85 line screen.
 Page Size: 6 columns (10¼") x 16 inches.

1 col. width:	1 ⁵ / ₈ inches
1½ col.	2 ³ / ₈ inches
2 col.	3¼ inches
3 col.5 inches
4 col.6¾ inches
4½ col.7¾ inches
5 col.8½ inches
6 col.	10¼ inches

POSITION: 25% extra for guaranteed position — minimum size 18 col. inches. (Unpaid position requests will be honored when possible, but not guaranteed.)

EXTRA CHARGES: Prevailing rates charged for extra artwork, photography, extra proofs, work done on digital files, negative and imaging work and color separations including output from electronic files.

TERMS: Account is due and payable when statement is rendered. The Times reserves the right to add a 1½% service charge on 30 day past due accounts.

REPRODUCTION: We do not recommend, nor will we guarantee, screened type. Please check with our graphic design department on all screens.

DEADLINES: Tuesday, noon. No cancellations accepted after deadline.
PUBLICATION DATE: Chagrin Valley/Solon Times - Thursday; Geauga Times-Courier - Friday.

ELECTRONIC FILES: Press optimized .pdf files preferred. See details below. The Times is not responsible for errors or omissions in files provided.

Electronic file information:

- Press optimized PDF files preferred. Be sure that black and white ads are grayscale .pdf and color ads are CMYK .pdf.
- Other file formats accepted: .eps, .tif, .psd or .jpg - MUST BE AT LEAST 300 DPI. Do not send native documents and fonts, etc. without calling first to check compatibility.
- E-mails must include publication (Chagrin Valley Times, Geauga Times Courier or Currents), publication date, and account executive's name. Also include a contact name and phone number should questions or difficulties arise. E-mails over 5 MB cannot be accepted. Files over 5 MB may be submitted via our ftp site, call for details.
- Art/photos must be in .tif, .eps, or .jpg formats only. Photos should be scanned at a minimum of 300 dpi; line art/logos should be a minimum of 300dpi.
- Process color ads (CMYK): To insure your ad separates properly, all images must be CMYK. Also, any other color in the document must be a CMYK mix. Supply your file as a composite CMYK .pdf. RGB colors may produce unexpected colors. Black type should be 100% black only to avoid registration issues.
- Spot color ads: Spot colors should be converted to a CMYK mix.
- Halftones and screen densities: For black and white images the minimum highlight dot is 2-5%, midtones should be around 40%, flesh tones 20-30%, shadow areas 85-90%. Screened type is not recommended and The Times does not guarantee its legibility.
- Reverses: Due the properties of newsprint, reverse ads are discouraged. Reversed type should be only in a sans serif font (preferably bold) and minimum 10 pt. to allow for the pinching that will occur. We do not guarantee the legibility of any reversed type.