

INSERT RATES

Pre-Printed (8.5" x 11" Single Sheet)

Quantity Per Insertion

5,000 to 50,000 - **\$50** per thousand • Over 50,000 - **\$45** per thousand

4 Pages Equal 1 Sheet (21" x 15" Folded on 30 lb. Newsprint)

4 Pages Equal 1 Full Sheet

5,000 to 50,000 - **\$54** per thousand • Over 50,000 - **\$52** per thousand

8 Pages Equal 2 Full Sheets

5,000 to 50,000 - **\$58** per thousand • Over 50,000 - **\$55** per thousand

12 Pages Equal 3 Full Sheets

5,000 to 50,000 - **\$61** per thousand • Over 50,000 - **\$59** per thousand

Minimum Quantity: 5,000 Pre-Printed Inserts For All Rates

All inserts for Thursday delivery must reach Albany Times Union by previous Friday.

10¢ A Copy To Create, Print and Distribute • Minimum Quantity: 15,000 Inserts

10 day lead time required

Ship to: Albany Times Union • 645 Albany-Shaker Rd., Albany, NY 12211 • Delivery Receipt Hours: Monday-Friday • 7am - 4pm

AD AND ARTWORK SPECIFICATIONS / GUIDELINES

FORMATS ACCEPTED

Local First and The Advertiser encourages the delivery of advertising material electronically in Adobe Acrobat PDF format.

The following formats are NOT accepted:

Microsoft Publisher files, Word, Powerpoint or Excel files, Gif files, Low Resolution Tiff or Jpeg files

LOCAL FIRST AND THE ADVERTISER ACCEPTS DELIVERY OF ELECTRONIC FILES VIA THE FOLLOWING METHOD:

Transmitting Large File Ads

Occasionally, full page color ads or especially single extended ads have file sizes too large for our normal methods of file transfer. For such occasions contact Digital Advertising at **518-454-5780** or htrns@timesunion.com

File Specifications

- Create PDF files to exact ad size or use crop marks to denote exact ad size
- Please create PDF files with Adobe Acrobat Distiller or Adobe PDF Online
- Do not create encrypted files or use any security settings
- PDF files created directly from Adobe Photoshop tend to reproduce with "soft" type that is often difficult to read in the newspaper

BLACK & WHITE GUIDELINES

Screen Ruling

Line screen for new press: **100 lpi**

Recommended grayscale:

300 dpi, bitmap dpi 1200.

Logo Art:

For best possible reproduction logos should be supplied as vector art.

(**example:** Logos created in the native file like Adobe Illustrator - Ai, files)

Avoid using artwork and images from websites - they have a resolution too low to print (usually 72 dpi)

Recommended Aim Points:

Highlights 3%; Quarter tone 18%; Midtone 35%; Shadow 85%.

Dot gain:

Expect a 30% dot gain in the mid-tone range. The file should reflect this amount of gain in the scan or adjusted with photo editing software.

Color formats:

Are not accepted for black & white.

FONTS

Must be embedded.

Use only Open Type, Type 1, 3 and CID fonts.

No True Type or Multiple Master fonts.

Minimum type sizes

10 point for single color reverse type.

12 point when reversing text out of four color.

A sans serif font is recommended, to avoid the text filling in on the press. Color text should also be sans serif.

NO 4-COLOR BLACK TYPE.

COLOR GUIDELINES

Screen ruling:

Line screen for new press: **100 lpi**

Midtones:

Allow for 30% dot gain. Midtones should be open for newspaper stock.

Shadows:

Limit Cyan, Magenta and Yellow to 90% at the shadow end. Halftone Black limit is 85%.

Color format:

CMYK colors only. No RGB, Lab color, PMS or extra channels. No 4-color black.

When using black in color ads, it is preferable to set the values to C 0% M 0% Y 0% K 100% avoiding a 4-color/rich black color combination.

Total ink coverage:

Should not exceed 220%.

High resolution images:

Should be provided at least 200 dpi. Please take file and transfer time into consideration.

Logo Art:

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(**example:** Logos created in the native file like Adobe Illustrator - Ai, files)

Avoid using artwork and images from websites - they have a resolution too low to print (usually 72 dpi)

RULES/LINES

Minimum rule weights

.5 point for black on white,

1 point for reverse out of black.

2 points is recommended for any rules made of, or reversing out of, more than one color.