

ELECTRONIC FILES

The Washington Times DIGITAL AD REQUIREMENTS AND SPECIFICATIONS

(Updated 10/01/07)

If sending files electronically, we have two options available. Make sure you have followed all of the mechanical requirements for your files.

**A HARD COPY SHOULD BE FAXED TO YOUR ACCOUNT EXECUTIVE TO
MAKE SURE WE DOWNLOAD THE CORRECT FILE**

The options are as follows:

E-mail

We can accept email via our local ISP.
Our ISP has a 4MB limit on file size.
twtmarket@washingtontimes.com

FTP

If files are larger than 4MB, please use the FTP site.
Host: mercury.washtimes.com (do not put FTP in front)
Username: twtm Password: ort*vedu

We are MACINTOSH platform.
FILE FORMATS in order of preference are:
1. Acrobat **PDF** 2. **InDesign CS2** 3. **EPS**

We make every effort to translate files of other formats, but please note, we are not always successful and it will delay the efficiency of processing your ad.

Embed all fonts in PDF and Illustrator EPS files. Otherwise, include all art and fonts with other files.
Art should be saved as tiff or eps files.

LINE SCREEN 100 dpi NO BLEEDS
INK DENSITY 225 Max DOT GAIN 23%

COLOR ADS MUST BE BUILT USING CMYK.

Minimum resolution on art should be as follows:
Black & White line art - 600dpi (higher if art has fine detail)
Grayscale photos - 200 dpi
Color photos - 300 dpi

Web graphics or Internet art is 72dpi and UNACCEPTABLE for print.

The following are the new standard ad measures to be used for ads running in the Washington Times. These measurements are based on the NAA Recommended Advertising Dimensions for a 12" Page. Measurements in PostScript picas (72 points to the inch) are the most accurate. For reference these measures are followed in parentheses () by standard pica measures (72.27 points to the inch) accurate to the nearest quarter point. Measurements in inches are accurate to the nearest 1/16 of an inch which does not exceed the standard ad width. Ad depths should be specified in inches, not agate lines.

NOTE: Maximum height of Tabloid ad is 66p6 or 11 1/16" (11.083").

	Columns	Picas/Points (& Trad. Picas)	Inches (nearest 1/16 & decimal equiv)
BROADSHEET	1	10p3 (10p3.5)	1 11/16" (1.708")
	2	21p3 (21p4)	3 7/16" (3.542")
	3	32p3 (32p4.5)	5 3/8" (5.375")
	4	43p3 (43p5)	7 3/16" (7.208")
	5	54p3 (54p5.5)	9" (9.042")
	6	65p3 (65p6)	10 7/8" (10.875")

Note: ROP Ad gutters are 9 points

Double Truck Picas - 138p0 Inches - 23"

NOTE: Full Page broadsheet 65p3 x 126p0 10.875" x 21"

	Columns	Picas/Points (& Trad. Picas)	Inches (nearest 1/16 & decimal equiv)
TABLOID	1	10p3 (10p3.5)	1 11/16" (1.708")
	2	21p3 (21p4)	3 7/16" (3.452")
	3	32p3 (32p4.5)	5 3/8" (5.375")
	4	43p3 (43p5)	7 3/16" (7.208")
	5	54p3 (54p5.5)	9" (9.042")

Note: ROP Ad gutters are 9 points

Double Truck Picas - 120p2.9 Inches - 20.041"

NOTE: Full Page tabloid 54p3.024 x 66p5.976 9.042" x 11.083"