# SST Program Inserts & Ad Specs 2020 Season

## ELECTRONIC AD DELIVERY

- Preferred Delivery Method: Emailed as a pdf attachment to: publicity@supersummertheatre.org
- If possible consider sending a working file with your finished ad we can alter to fit which might help finalize the final edits for your ad to perfect for our printer.
- If using a compression program, please be sure the file can be decompressed using Stuffit Expander, is a .zip or is saved as an SEA (Self Expanding Archive).
- All colors used in the ad and support files must be CYMK color. Convert any custom, Pantone or spot colors to CYMK before sending the file to SST for use by the Review-Journal
- Preferred File Format is an Acrobat PDF with all fonts and graphics embedded.
- Naming Ad Files – Please name your attachment as the Advertiser's Name and Ad Name or Tagline, and run date. Please avoid using special characters such as! @#$%^&*()+{}:"?'/ in file names, as our many systems cannot identify them and the file may be lost. Dashes or underscores are acceptable.
- Supply All Info and Support Files – Please supply the following with each ad submitted:
  1. Advertiser Name
  2. Run Date
  3. Ad Size
  4. List of all fonts and graphics – SST & the Las Vegas Review-Journal utilizes the Adobe Font Library. We do not put advertiser fonts in our system.

## FONT REQUIREMENTS

Our system requires that ONLY fonts from the Adobe Type Library are used. Please note, MM (Multiple Master) or TT (TrueType) fonts do not work with our pagination system. If the ad includes fonts other than Adobe fonts, the document will not print properly, and the Las Vegas Review-Journal will not accept liability for the result. Do not use the fonts that come with your computer system (such as with Mac OS 8.5 or later). These are TrueType fonts and will not print properly.

Due to the large number of ads that we handle, it would be impractical to install individual customer's fonts throughout our system, then purge them out after the ad has run. Many of our advertisers' ads run for many days. Licensing agreements prohibit the Las Vegas Review-Journal from keeping fonts in our system that we are not licensed to use. To avoid this problem, use an application program that will convert text to an outlined graphic (such as Adobe InDesign, Illustrator or Macromedia Freehand) or use

Adobe Acrobat to create a PDF file with embedded fonts. You must convert the files before sending the file to the Las Vegas Review-Journal. The Las Vegas Review-Journal is not permitted to convert your file for you, even if the fonts are supplied to us. When reproducing text as a screen percentage of a solid color, avoid type styles with serifs or with a fine to medium weight. Generally, text screened at 80% or more will reproduce as a solid. Consider the effect on legibility before attempting to screen type as a light screen. We make these suggestions based on the Specifications for Newsprint Advertising Production (SNAP) Guidelines. They are designed to improve reproduction quality in newsprint production and provide guidelines for the exchange of information. SNAP outlines pre-press and printing specifications for coldset offset, letter-press and flexographic printing on uncoated groundwood sheets (newsprint). SNAP is a joint effort of the Newspaper Association of America and the Web Printing Association.

## TYPE SPECIFICATIONS

1. REVERSED RULES & TYPE •
- Type smaller than 12 points should not be reversed on a four-color background.
- Type smaller than 10 points should not be reversed on a single-color background.
- Serif type and fine-serif type should not be reversed at sizes smaller than 12 points (and even in cases of larger type, testing should be done to verify whether the process can reproduce the serifs)
- Reverse type should not be positioned within screened areas containing less than a 70% screen of any one-, two-, three- or four-color areas.
- Type should not be reversed on a yellow or other light-colored background

2. FINE RULES & TYPE
- Rules that are 4 points or thinner, as well as small type, should be reproduced as one color only.
- Small type is defined as:
  - a. Sans-serif type 7 points or smaller
  - b. Serif type 12 points or smaller
  - c. Fine-serif type, such as Bodoni, 14 points or smaller
  - d. Sans-serif type is the best choice for coldest reproduction

## PROGRAMS

We accept ad files in the following programs. The Preferred File Format is an Adobe Acrobat PDF File.
- Adobe Acrobat 8.0 or earlier (PDF is our preferred file format)
- Adobe Photoshop CS4 (flattened file) • Adobe Illustrator CS4 (all text outlined)
- Adobe InDesign CS4 (package file)
- Quark XPress 6.52 (package file)

We cannot guarantee production if the enclosed guidelines are not followed. <u>We can accept other program files only if you save in an EPS or PDF format which embeds all artwork and text. The file cannot be edited for corrections if received in EPS, JPG or PDF format.</u>
<u>We can accept files from other program files if saved as a PDF or JPG. Please note: these files cannot be edited.</u>

Please supply all support graphics along with the ad – include:
- FILE NAME
- SOFTWARE/VERSION
- B/W or COLOR (art should be in CYMK colors, EPS, 200 DPI for photos).

## PRODUCTION SPECIFICATIONS

All ads, as well as artwork within ads, must meet the following specifications:
- Photos edited, and ads built with the Las Vegas Review-Journal's specific color settings. (See below).
- 200 dpi for newsprint, 300 dpi for magazines
- 100 lip for newsprint, 150 lpi for magazines
- 34% dot gain
- All ads including support art must be CMYK. RGB and Pantone are not acceptable color spaces.
- Save all art as binary EPS files
- Color tone photos 7 – 10% lighter than for magazine ads to compensate for darker newsprint.
- Due to newsprint's high dot gain, sharpen photos more than you would for magazine ads to avoid a muddy look.

We cannot guarantee production if the above specifications are not followed. For the best color reproduction, edit all graphics using the LVRJ color setting, and use the color setting in your other programs such as InDesign and Illustrator. These are the settings that best match the LVRJ press. The Las Vegas Review-Journal can e-mail these icc profiles to you to load on your computer. See below for color setting installation instructions.

## CLASSIFIED Ad SPECIFICATIONS SST Program

All ads are in FULL COLOR or Black & White

Ads with NO Bleeds are preferred, but not necessary. We will provide the border when necessary.

Full Page (COLOR) – 10" w x 10" h - $1500
Full Page (GREY TONE) – 10" w x 10" h - $1200
Half Page (COLOR) – 10" w x 4.88" h - $750

Half Page (GREY TONE) – 10" w x 4.88" h - $600
Quarter Page (COLOR) 4.88" w x 4.88" h - $450
Quarter Page (GREY TONE) - 4.88" w x 4.88" h - $350


**If you have further questions please contact:**
**Rebecca Sass**
**SST Administrator**
**702-579-7529**
**RebeccaSass@supersummertheatre.org**

**Send your program ad to:**
**Publicity@supersummertheatre.org**