

ELECTRONIC GUIDELINES

The Wenatchee World will accept electronic advertising in PDF format via CD or e-mail. The following guidelines are designed to help ensure a successful transfer of your advertising from electronic means to the printed page. The Wenatchee World will not be held responsible for any inaccuracies with electronic ads due to the number of programs and preferences that may not be compatible. The Wenatchee World reserves the right to change this policy at any time. For national or regional accounts, The Wenatchee World recommends the use of AP AdSend. For more information on AdSend, call the Associated Press at (800) 2-AdSend.

E-MAIL:

Send all files to be transferred via e-mail to your advertising representative. Please label accordingly (see labeling). An FTP site is available for customers who prefer this mode of transferring files. Contact your sales representative for more information. E-mail: advertising@wenworld.com

PDF:

The World accepts electronic advertising in PDF format (PDFX-1A preferred). When created properly, the PDF format embeds your images and fonts eliminating the need to include these with your ad. Your document is printed exactly as you created it. There are a few simple steps to creating a PDF.

- 1) First and foremost, you will need to acquire the most recent version of Adobe Acrobat. This should include Acrobat Distiller. Distiller enables you to create PDF files with many of your design programs including InDesign.
- 2) All type in your documents should be created without using the menu styles palette. This means to be careful not to bold or italicize fonts that you don't have. This will ensure smooth embedding of fonts and accurate printing by your service provider.
- 3) RGB images need to be converted to CMYK or BW depending on your print requirements. Please do not leave images on a document in color that are not supposed to print in color.
- 4) Certain settings need to be set up in your Preferences menus to ensure accurate transition to PDF. Call your sales representative for more information.
- 5) You might also find you need to have the Acrobat PDF writer (printer) selected as a print device when creating PDF documents.
- 6) You can test your PDF creation by opening in Acrobat and test printing. We encourage you to send a test and we will be happy to give it a run-through to check for font and image problems.

LABELING:

All electronic ads must include the following information:

- Wenatchee World Sales Rep • Ad file name
- Account name, contact name & phone number

GRAPHIC FORMATS:

The Wenatchee World accepts the following formats for graphics.

- TIFF • EPS • JPEG • PDF • AI

All line art graphics should be scanned at no less than 300 dpi and no more than 500 dpi. All grayscale photos should be scanned at no less than 200 dpi and no more than 250 dpi. Any electronic questions, contact your sales representative for more information.

We accept documents VIA:

- CD • E-MAIL • FTP • INTERNET DOWNLOADS

HARD COPY:

The Wenatchee World strongly encourages a hard copy of any ad submitted electronically. These copies may be sent at a reduced size. Include hard copy of ad with CD if sent via mail. Fax hard copy of any ad submitted electronically to 509-663-9110.

Electronic Deadlines:

Standard advertising deadlines apply in all electronic ad transfers.

FONTS:

The customer assumes all responsibilities for making sure that they have legally obtained fonts and that they have not breached any software licensing agreements when submitting ads electronically. We recommend type 1 or type 2 fonts. If ads submitted use fonts that have not been embedded correctly, The Wenatchee World reserves the right to make font substitutions.

ROP DISPLAY ADS

(Ads over 18.25" deep will be billed and built at the full column depth of 20.25")

	Inches	Picas
1 column width	1.701"	10p2.5
2 column width	3.527"	21p2
3 column width	5.354"	32p1.5
4 column width	7.180"	43p1
5 column width	9.006"	54p0.5
6 column width	10.833"	65p
Double Trucks (Gutter is counted as 7th column)		
8 column width	13.201"	79p2.5
9 column width	15.027"	90p2
10 column width	16.854"	101p1.5
11 column width	18.680"	112p1
12 column width	20.506"	123p0.5
* Full Double Truck Width counted as 13 Columns		
13 column width	22.333"	134p

*Partial Double Truck depth inches cannot be less than the number of columns wide.

CLASSIFIED ADS

(Ads over 18.25" deep will be billed and built at the full column depth of 20.25")

	Inches	Picas
1 column width	1.256"	7p6
2 column width	2.625"	15p9
3 column width	3.993"	23p11.5
4 column width	5.361"	32p2
5 column width	6.729"	40p4.5
6 column width	8.097"	48p7
7 column width	9.465"	56p9.5
8 column width	10.833"	65p

GO!/INFORME/5-COLUMN ADS

(Ads over 8.5" deep will be billed and built at the full column depth of 10.5")

	Inches	Picas
1 column width	1.701"	10p2.5
2 column width	3.527"	21p2
3 column width	5.354"	32p1.5
4 column width	7.180"	43p1
5 column width	9.006"	54p0.5

TV WORLD

(Ads over 8.5" deep will be billed and built at the full column depth of 10.5")

	Inches	Picas
1 column width	1.8333"	11p
2 column width	3.8333"	23p
3 column width	5.8333"	35p
4 column width	7.8333"	47p
5 column width	9.8333"	59p

HOMEFINDER'S & QUARTERFOLD ADS

(Not all sizes below are used in the Homefinder's publication)

	Width	Depth
1/8 Page	21p3 = 3.54"	12p9 = 2.125"
1/4 Page Horizontal	43p6 = 7.25"	12p9 = 2.125"
1/4 Page Vertical	21p3 = 3.54"	26p6 = 4.417"
1/2 Page Horizontal	43p6 = 7.25"	26p6 = 4.417"
1/2 Page Vertical	21p3 = 3.54"	54p0 = 9"
Full Page	43p6 = 7.25"	54p0 = 9"
Full Page Cover	43p6 = 7.25"	55p6 = 9.25"

BUSINESS WORLD/TALL 5-COLUMN TAB ADS

	Inches	Picas
1 column width	1.7667"	10p7.2
2 column width	3.7"	22p2.4
3 column width	5.6333"	33p9.6
4 column width	7.5667"	45p4.8
5 column width	9.5"	57p

**FOR ALL OTHER SPECIAL PRODUCT AD SIZES,
PLEASE CONTACT YOUR SALES REPRESENTATIVE.**