

The Free Lance–Star
616 Amelia Street • Fredericksburg, VA 22401
Digital Advertising Requirements
(Effective: October 24, 2005)

Digital File Formats and applications supported.

- Our preferred file format is Adobe Acrobat **PDF**. **PDF** files will be accepted on normal deadlines. Complete fonts (not subsets) should be embedded.
- Ads should be sent via email to: **flsads@freelancestar.com**.

We cannot accept any ads done in Microsoft Publisher, Microsoft Word, Power Point or any other word processing program.

If you cannot make a PDF, then it has to be one of the following file formats. If one of the following file formats is used, they must be received at least 48 hours in advance of regular deadlines. This is necessary in order to fix any graphic or font problems that may exist.

- **Multi-Ad Creator 6.5** or earlier. With all **MAC** screen and printer fonts (Postscript Type I, **NO TrueType or PC fonts**) and artwork included in separate folders
- **Adobe Illustrator CS** or earlier. With all **MAC** screen and printer fonts (Postscript Type I, **NO TrueType or PC fonts**) and artwork included in separate folders.
- **Adobe Photoshop CS** or earlier. With all **MAC** screen and printer fonts (Postscript Type I, **NO TrueType or PC fonts**) and artwork included in separate folders.
- **Adobe In Design CS** With all **MAC** screen and printer fonts (Postscript Type I, **NO TrueType or PC fonts**) and artwork included in separate folders.

Digital Artwork requirements:

- All **line art** should be saved at 600 dpi.
- All **photos and screened** art should be saved at 200 dpi.
- Color Requirements: **CMYK Process ONLY! No RGB or Pantone!**
Composite only, no separations!
- Adobe Illustrator EPS save with 8-bit color preview TIFF – Level 2 Postscript
- Photos: Adobe Photoshop EPS with TIFF Preview, Binary encoding or original art that can be scanned.

Text requirements (if separate from Ad):

- Simple text or ASCII text. MS Word preferred.

Media Types Accepted:

1. 3.5 Mac or Windows Floppy.
2. CD-ROM.
3. USB flash drive.

Compression (if used):

1. MAC – Self-extracting archive (sea)
2. MAC – Stuffed File, BinHex
3. Windows – ZIP

Electronic Transmission:

1. E-mail: flsads@freelancestar.com
2. AP AdSend service.
3. AdTransit
4. Ad Caster Agent
5. We can download via the Internet using FTP or HTTP downloading. Appropriate logins/passwords, URLs or IP addresses need to be established in advance. A point of contact must also be established.

Other Instructions:

- If an ad is to be received by means other than the Associated Press AdSend service, the customer's file format should be tested before actually doing a live ad (3-5 working days before live ad run date is ideal).
- Proofs to client, either color or black & white will be provided before publication if time permits.
- Any ad size may be accepted up to a full page:
(13 1/4" wide by 21 1/2" deep)
A double-truck ad will be accepted with appropriate notification
- Acknowledgement of receipt may be made via phone or faxed proof of ad.
- Contact for insertion orders:
Elaine Satterfield 540/374-5472 or 800/877-0500 x5472
Fax 540/373-8450
E-mail: esatterfield@freelancestar.com
- Contact for technical support:
Bob Absher 540/368-5020 or 800/877-0500 x5020
Fax 540/373-8450
E-mail: helpdesk@freelancestar.com

Dawn Trivette 540/368-5056 or 800/877-0500 x5056
E-mail: dtrivette@freelancestar.com

For questions about production: If none of the digital requirements is possible, or if there are other formats that you have, we will trial these at least one week before the live ad run date.