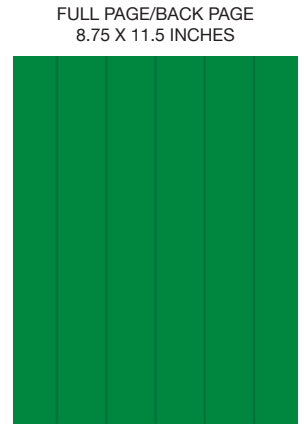
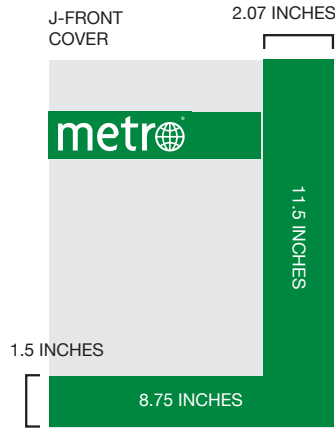
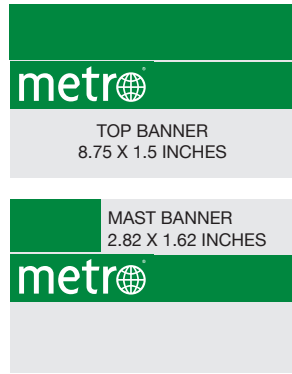
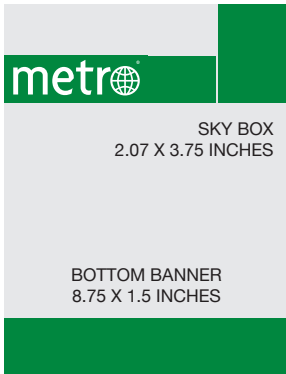
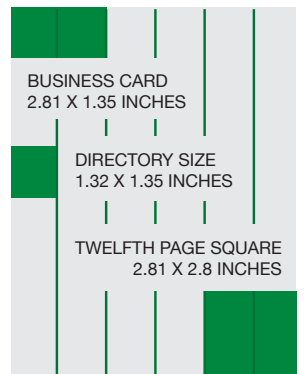
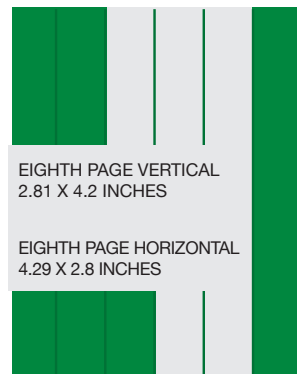
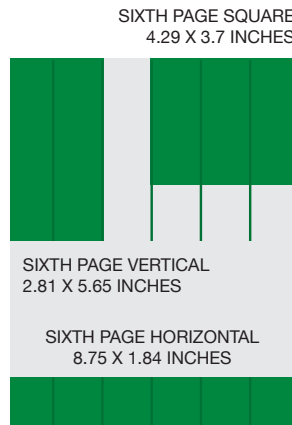
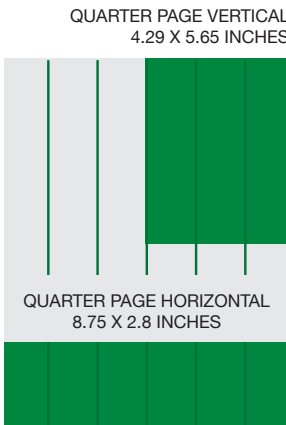
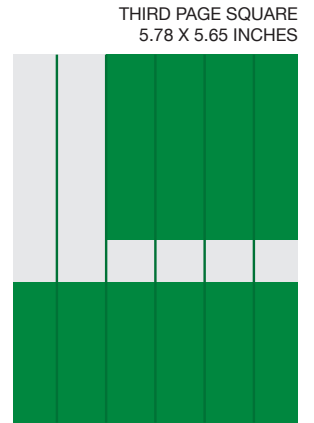
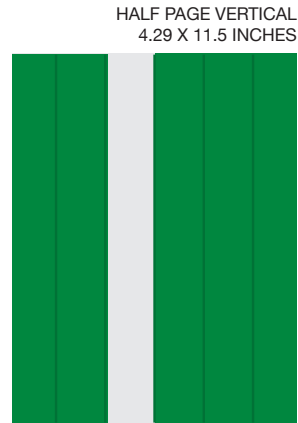
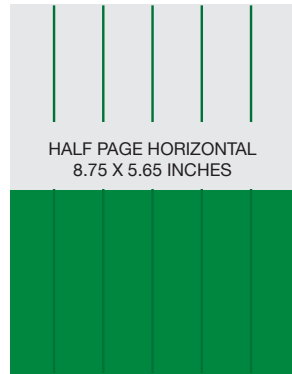
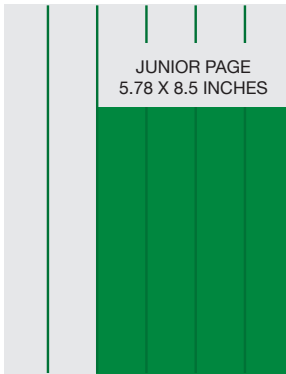


# metro print specifications

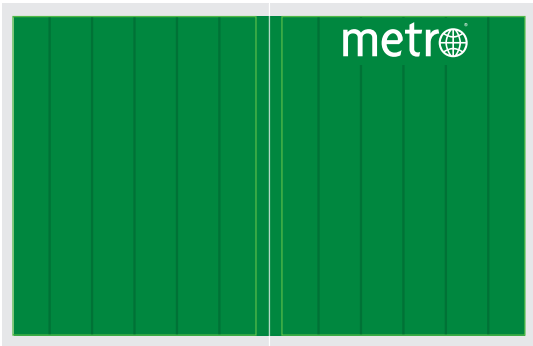


ONLY UP TO 2 FRONT PAGE AD UNITS MAY RUN AT ONE TIME



# newsprint cover wrap

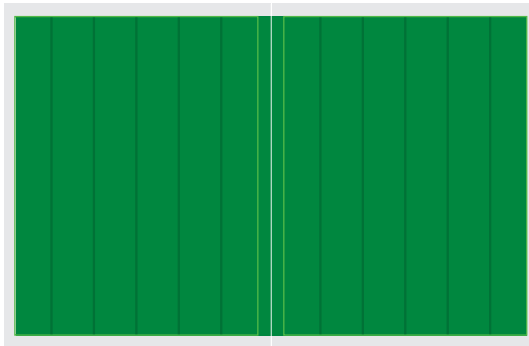
FULL WRAP (WITH GUTTER PRINTING) OUTSIDE  
18.5 X 11.5 INCHES



AVAILABLE AS A  
CENTERSPREAD

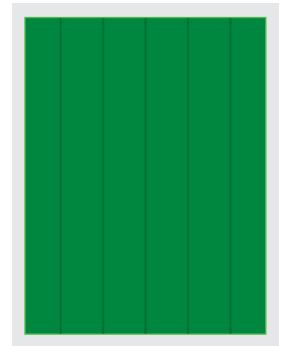
MUST LEAVE ROOM FOR  
METRO LOGO (SEE SPECS)

FULL WRAP (WITH GUTTER PRINTING) INSIDE  
18.5 X 11.5 INCHES



OR

FULL PAGE  
FOUR 8.75 X 11.5 INCH PANELS



MUST LEAVE ROOM FOR  
METRO LOGO (SEE SPECS)

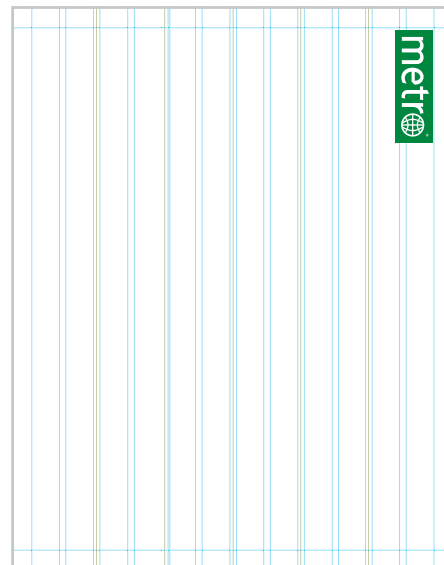


When the background of the cover wrap is a solid, dense color (NO photographs or patterns of any kind), then the green background behind the logo can be eliminated, leaving only the white metro branding.

FULL SIZE: CENTERED AT VERY TOP OF PRINT AREA

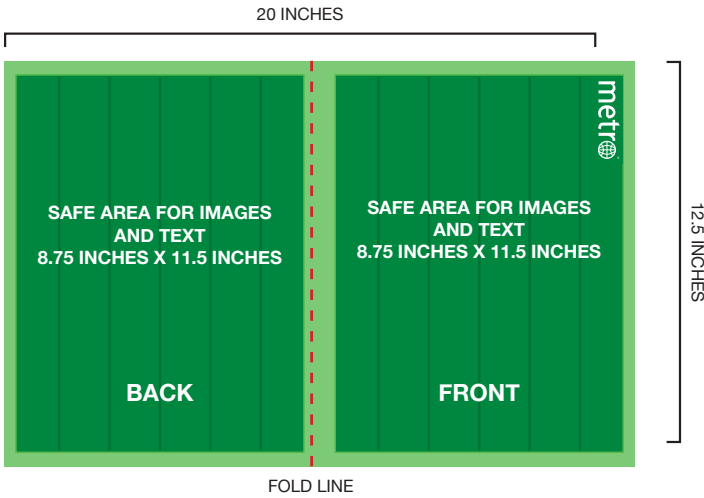


REDUCED: ALIGNED TO VERY TOP RIGHT OF PRINT AREA

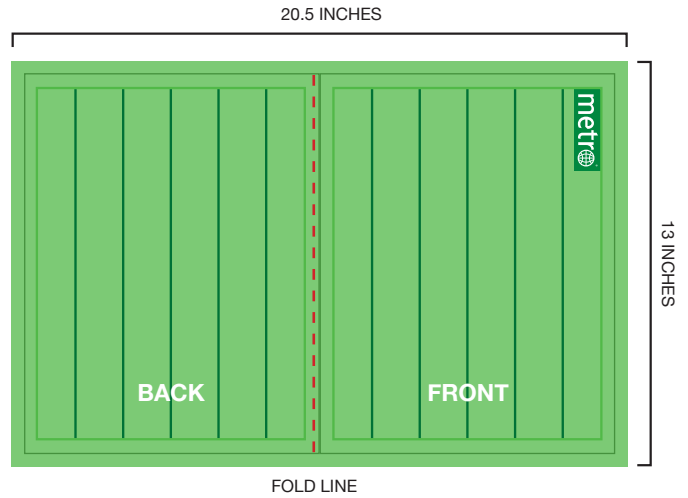


# glossy cover wrap

## TRIM SIZE

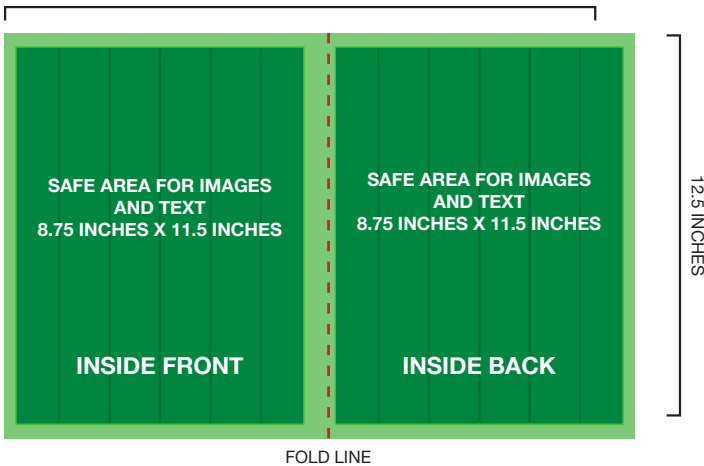


## BLEED SIZE (.25 INCH BLEED)

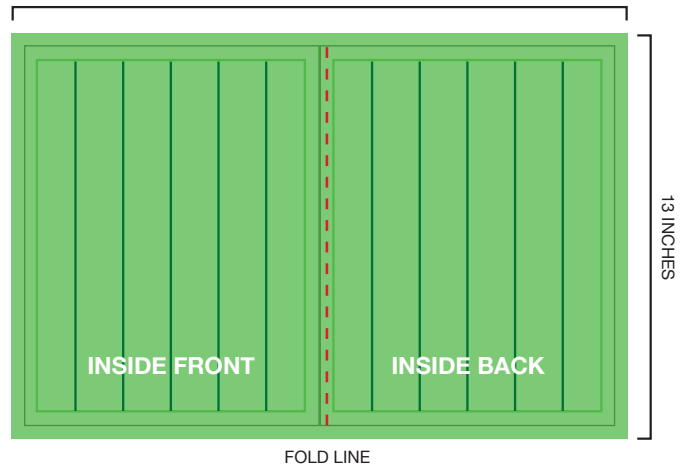


Outside fold line is offset .375 inches to the left from the center of the spread

20 INCHES



20.5 INCHES



Inside fold line is offset .375 inches to the right from the center of the spread

## SINGLE PAGES

FC & IFC

Trim = 10.375" x 12.5"

Bleed = 10.625" x 13"

BC & IBC

Trim = 9.625" x 12.5"

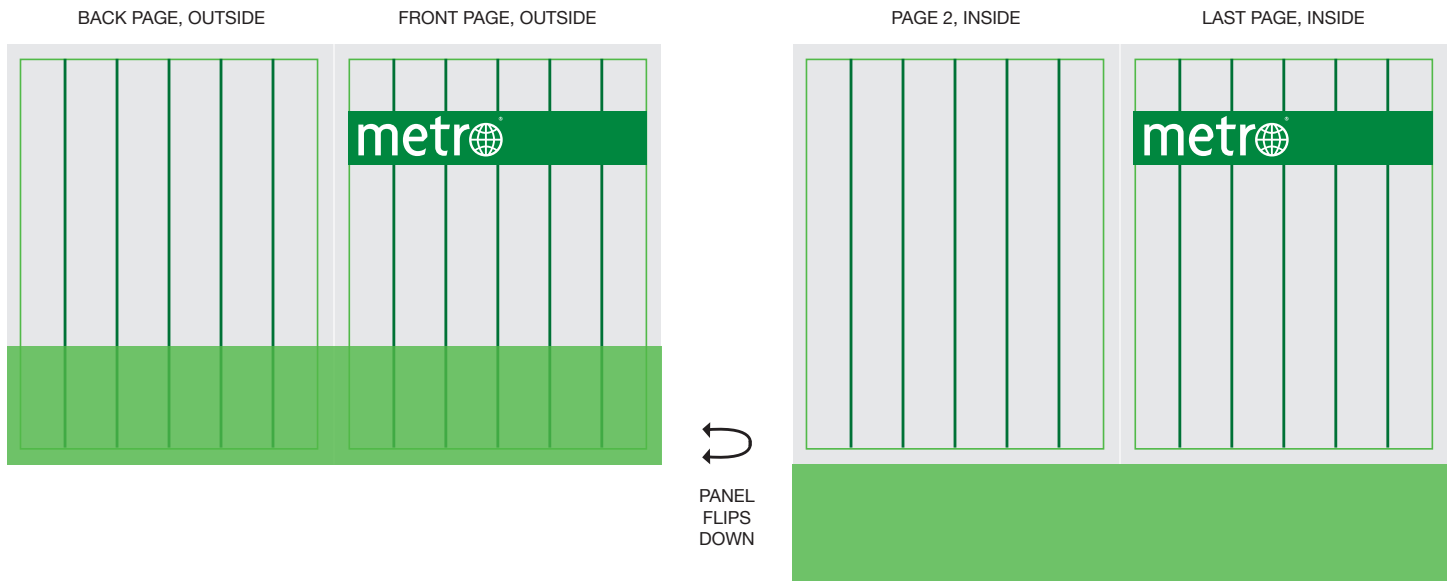
Bleed = 9.875" x 13"

Please allow space for the logo aligned at the top right corner of the front page.



When the background of the cover wrap is a solid, dense color (NO photographs or patterns of any kind), then the green background behind the logo can be eliminated, leaving only the white metro branding.

# spadea information



## sizes:

- 4" – 18.5" X 3.625"
- 6" – 18.5" X 5.625"
- 8" – 18.5" X 7.625"

## Spadea must be double-sided and can be done from 2 positions:

1. From the bottom of the front/back page (pictured)
2. From the bottom of the center spread page

Note: The outside spread with the spadea on it will NOT be stapled to the paper.

# inserts shipping and packaging information

- All inserts MUST include:
  - Publication Name
  - Insertion Date
  - Quantity Sent
- Inserts will be quarter folded if larger than 9" x 11"  
Maximum flat size is 9" x 11";  
Minimum flat size is 3.5" x 5.75"
- Do NOT send inserts that are strapped (boxes or pallets only please)
- Make sure there is a unique identifier from your insert included in the order  
(agency orders already have skid tags)
- Deadline: 7 days in advance of press date. All inserts must be shipped to the press.

## INSERTS DELIVERY ADDRESS

**Daily News**  
125 Theodore Conrad Drive  
Jersey City, NJ 07305

**201-521-2694 or 201-521-2628**

Delivery Times:  
Monday through Friday  
7am-12pm, 1pm-3pm

The receiving dock is located on Edward Hart Drive 1 block west of the main entrance.

# file preparation and submission

## DOCUMENT

- Create documents at 100% of printed size (ads can't require scaling)
- Include all collected files if supplying Quark or InDesign files
- Embed all fonts (including system fonts) when creating PDF or EPS
- Accepted file formats include .jpg, .tiff, .eps, .pdf, .psd (.qxd & .indd must be collected). JPG files in CMYK color only.
- We DO NOT accept Powerpoint, Word or CoralDraw files
- Please design your ad with at least a .25 border or a background color to define the edges of the advertisement.

## PDF

- Create PDF files with Adobe Acrobat Distiller or Adobe PDF Online
- Use PDF/X-1a setting
- Do not create encrypted PDF files. Do not use any security including Acrobat Standard Security
- Do not create PDF files with Adobe PDF Writer
- DO NOT save as PDF from Illustrator, Photoshop or InDesign

## IMAGES & COLOR SCANNING

- A maximum ink density of 220% is recommended with only one solid color. Any secondary color should not exceed 80% each.
- When screening halftones and screens (shades of black), allow for dot gain on the press (i.e. the dot enlarges on absorbent paper). Halftone or photo-quality images must be 254 pixels per inch. 72 dpi images (images from the web) reproduce poorly.
- Color/Grayscale images = 254 dpi at 100% of final output size, 30% dot gain for black and white images
- Line art and line drawings must be 1016 dpi or higher

## FINAL OUTPUT

Although Metro attempts to pre-flight all ads, we must maintain a tight deadline and cannot guarantee that all problems will be found. The customer or agency is responsible for providing a correct file.

## COLOR

- Color ads are designated as either Multicolor (CMYK) or Spot color. Spot colors are not recognized in the newspaper industry.
- A PMS color is always translated to the CMYK equivalent. That CMYK equivalent, when printed on newsprint, will not match the PMS color as it appears in the Pantone swatchbook.
- Do not prepare separations for spot color ads in newsprint. Color images must be CMYK, including duotone images.
- All colors must be CMYK. No Pantone colors please.
- Build your ad in the CMYK color space. NOT RGB!
- Do not use 4/color black type (use 100% black only)

## TYPE

Sans serif type are the best choice for newsprint reproduction. Type faces with thin or delicate serifs and strokes, and non-uniform character thickness, should be avoided. Extremely thin strokes can drop out in the conversion process, while thick strokes can fill-in on the press.

- FOR BEST LEGIBILITY, we recommend using at least 7 point for BLACK TYPE without a screen.
- Black text should ONLY be created using 100% black. 4/Color black should never be used with text or any other elements.
- When setting type in color, 10 point is the minimum recommended type size. No more than two (2) process colors are recommended for color type.
- When using black type on a color background, overprinting is recommended on solid areas for best reproduction.

**PLEASE NOTE:** All inks/colors are translucent in newsprint. This must be considered when color elements overlap. Size and weight of type must be taken into account when deciding to overprint or knockout. Knockout/Overprint (Trapping) should be set per element, not the entire document.

## OTHER

- Please avoid blurred drop shadows if possible.
- Any advertisement that in any way might be mistaken by readers as editorial will be marked as advertisement on top center in metro swift font size 7.

## DIGITAL AD SUBMISSIONS

### 1. Email:

In subject line: insertion date, customer name and ad size

**NYC:** production@metro.us  
**BOS:** boston.production@metro.us  
**PHL:** phillyproduction@metro.us

### 2. FTP Address: ftp.metro-ny.com

Username: metro  
Password: metro

### 3. www.adsend.com (requires registration)

Username: nyshm

### 4. www.adtransit.com (requires registration)

### 5. www.yousendit.com (requires registration)

## BOOKING AND MATERIALS DEADLINES

Booking Deadline: 12:00 noon, (2) business days prior to insertion date.

For any booking questions, please contact your sales representative.

Material Deadline: 12:00 noon, (2) business days prior to insertion date.

Any materials questions, please contact Metro's production team.

## COLUMN SPECS

based on a six (6)-column page:

1 column = 1.32"	4 columns = 5.78"
2 columns = 2.81"	5 columns = N/A
3 columns = 4.29"	6 columns = 8.75"