

MECHANICAL REQUIREMENTS

Display Depth Requirements

- A.** ROP minimum size is 1 inch.
- B.** Zone minimum size is 4 inches.
- C.** Ads over 18 inches billed at full depth (21 inches).
- D.** Tab ads over 10 inches billed at full tab depth (10.5 inches).

Mechanical Measurements

1. ROP and Zone

- A.** There are 6 columns per standard size page, 5 columns per tabloid page. Classified advertising is made up on a 10-column format (see below #2 for Classified column widths). The following are the current mechanical specifications for the Saint Paul Pioneer Press.
- B.** All space is sold on the basis of column width and 1/4 inch depth.
- C.** Broadsheet Pages

Column Widths

1 Column	1.64"
2 Columns	3.40"
3 Columns	5.17"
4 Columns	6.93"
5 Columns	8.69"
6 Columns	10.45"

Full Pages

Full pages should be made up 10.45" wide by 21" deep. SAUs accepted.

Double Trucks

Available in 13 columns wide by 13 or more inches deep. Double Trucks over 18 inches will be billed at full depth of page. Full 13 column width is 21.75". Full depth is 21" deep.

D. Tab Make-Up Pages

1 Column	1.64"
2 Columns	3.40"
3 Columns	5.17"
4 Columns	6.93"
5 Columns	8.69"

Full Pages

Full pages should be made up 9.55" wide by 10.5" deep.

Double Trucks

Available in 11 columns wide by 10.45" deep only. Full column width is 21". Full depth is 10.45" deep.

2. Classified Column Widths

1 Column	.97"
2 Columns	2.03"
3 Columns	3.08"
4 Columns	4.14"
5 Columns	5.19"
6 Column	6.25"
7 Columns	7.31"
8 Columns	8.36"
9 Columns	9.42"
10 Columns	10.45"

Plate Ready Ad Material

Spot Color: When creating ads with Spot Color, prepare for CMYK process color output, using the Pioneer Press Premixed Spot Color Inks Guide (furnished on request). You must convert the PMS (Pantone) color to the CMYK equivalent using the Premixed Spot Color Inks Guide.

Full Color: Full color ads must be prepared for CMYK process color output.

Format: Please submit electronic digital files only. Portable Document Format (.pdf) files created from Adobe Acrobat Distiller 3.0 or 5.0 are strongly preferred. All fonts should be embedded. A guideline for creating .pdf documents with distiller preferences is available from your account executive via email or at adcentral@pioneerpress.com.

PDF files created with Adobe InDesign should not be saved directly to .pdf, but rather exported and distilled from the full Adobe Acrobat Distiller. (InDesign distiller is not full-featured.)

A digital ad should be prepared to the actual size that it will appear in the newspaper.

The newspaper does not trim paper, so bleeds are not appropriate.

Line art can be scanned as black and white bitmaps.

Photo resolution (grayscale and color photos) should be 150 sample per inch.

Select premixed spot color inks from the Saint Paul Pioneer Press color chart or color book, which are available from your account executive.

Before sending a file, speak with an account executive to place a space reservation.

Send ads via the Web by going to: <http://ads.pioneerpress.com> and filling in the form. PDF is the best format (no stuffing necessary). The file will go to AdCentral.

Send ads via AdSend. Pioneer Press code: MNPAU

This service is offered through Associated Press using ISDN telephone or satellite to send .pdf ads to newspapers.

The Saint Paul Pioneer Press preprocesses all electronic ads to check for proper fonts and colors, and to determine if the PostScript is proper PostScript code. Submitted ad material not meeting specifications is not eligible for adjustment if published incorrectly.

Electronic Tearsheets

All requests for tearsheets for display ads will be delivered electronically. Please contact your account executive for details.

PIONEER PRESS
TwinCities.com