

EFFECTIVE DATE: JULY 2009

Mechanical Measurements

All ROP Display rates are based on a format of six columns by 21 inches per page, although actual size may vary slightly. Advertisements ordered more than 19 inches in depth will be billed a full column depth of 21 inches. Double truck ads are accepted in center spreads, when available, or as facing pages. Gutter space is charged as a half (1/2) column. Minimum size for a double truck ROP ad is 8-1/2 columns wide.

All classified rates are based on a format of 10 columns by 300 lines per page, although actual size may vary slightly. There are 14 lines to a classified column inch. Advertisements ordered at more than 266 lines in depth will be billed as a full-column depth of 300 lines. Double truck ads are accepted in center spreads, when available, or as facing pages. Gutter space is charged as one Classified column. Minimum size for a double truck Classified ad is 13 columns wide.

type

To ensure quality and readability, the minimum point size of type that is acceptable for newspaper publication is 6 point. Reverse type should be 10 point or larger. Background should be at least 70% when printing reverse type in black, magenta or cyan. Black type should not contain cyan, magenta or yellow.

line screen

100 lines-per-inch for newsprint publications. Save images at 200 dpi. Special publications require different screens.

black and white aimpoints

Highlight: 5%. Midtone 30-35%. Shadow: 80%.

color

Maximum ink density is 240%. Avoid using 4-color blacks.

electronic tearsheets

The Tennessean is pleased to offer customers same-day access to tearsheets via our eTearSheets service. Access your tearsheets online the day they publish. It's fast, easy and allows you quick access to PDF files that you can print for your records, or share with others, such as co-op or additional locations. Your tearsheets are accessible 24/7 from any location for five years or longer. Call your Account Manager for your access code or visit www.eTearSheets.com for more information.

MODULAR TABLOID SIZES

Sizes	Inches	Sizes	Inches
Full	10" x 9.75"	1/4 hor.	4.917" x 4.75"
1/2 pg island	6.611" x 7.25"	1/4 vert.	3.222" x 7.25"
1/2 vert.	4.917" x 9.75"	1/8 hor.	4.917" x 2.50"
1/2 hor.	10" x 4.75"	1/8 vert.	1.528" x 7.25"
3/8 pg	4.917" x 7.25"	1/16 vert.	3.222" x 2"
1/4 pg strip	10" x 2.50"	1/32 vert.	1.528" x 1.75"

Tennessean Only

ROP COLUMN WIDTHS & DOUBLE TRUCK SIZES

(Applies to all broadsheet & tabloid sections unless noted otherwise)

Columns	Inches	Picas
1 columns	1.528"	9p2
2 columns	3.222"	19p4
3 columns	4.917"	29p6
4 columns	6.611"	38p8
5 columns	8.306"	49p10
6 columns	10"	60p
Partial Double Truck		
6.5 columns	11"	66p
7.5 columns	12.528"	75p2
8.5 columns	14.222"	85p4
9.5 columns	15.917"	95p6
10.5 columns	17.611"	105p8
11.5 columns	19.306"	115p10
Full Double Truck		
12.5 columns	21"	126p

Maximum Broadsheet Depth: 21". Maximum Tab Depth: 9.75"
Resolution 170 dpi. Set colors to C^AYK.

CLASSIFIED COLUMN WIDTH!

Columns	Inches	Picas	Columns	Inches	Picas
1 column	.94"	5p7.68	6 col.	5.97"	35p9.84
2 columns	1.95"	11p8.4	7 col.	6.98"	41p10.56
3 columns	2.96"	17p9.12	8 col.	7.98"	47p10.56
4 columns	3.96"	23p9.12	9 col.	8.99"	53p11.28
5 columns	4.97"	29p9.84	10 col.	10"	60p

Maximum Broadsheet Depth: 21". Maximum Tab Depth: 9.75"
Resolution 170 dpi. Set colors to CMYK

Digital Ad Specs

formats we accept

- PDF (preferred—created with Acrobat Distiller, all fonts embedded and all color pictures converted to CMYK). Please call for a PDF to be emailed with our current distiller settings.
- QuarkXPress or InDesign (with all fonts and art included. When submitting Quark documents electronically, use a compression application such as Stuff-It or ZIP and include all fonts as well as art elements.)
- Illustrator EPS with type converted to outlines
- Photoshop EPS (flattened)

Please do not submit files created in Word (accepted for text only), Excel, PowerPoint, PageMaker, Corel or Microsoft Publisher. We cannot guarantee the reproduction of ads created in these formats. If using one of these formats, please convert the file to a PDF.

digital specifications

- All files should be saved as CMYK (RGB files reproduce as grayscale). If using black in a process ad, please use 100% black (k) not process or registration black.
- Save images in binary Tiff or eps format. (No jpegs. Please watch for jpeg encoding in PhotoShop.)
- Our line screen is 100 for newspaper products and 150 for magazine products (FYI, Tennessee Homes). Images for newspaper should be 200 dpi and magazines should be 300 dpi at 100%.
- Please scale images in Photoshop—for best reproduction.
- Total ink density—newspaper 240, magazine 280
- Dot Gain—25%

sending files to us

Files can be submitted electronically via one of several methods available to our advertisers:

- AdTransit.com: This service, offered by The Tennessean in conjunction with adtransit.com, allows you to submit ads to The Tennessean and more than 1,000 other newspapers via a secure Internet connection. Please see additional information.
- Associated Press AdSEND offers a variety of services geared toward large advertisers and agencies. Call 1-800-223-7363 for more information. Our AdSEND code is TNNAT.

- FastChannel Network and other providers offer similar services. You can visit their website at www.fastchannel.com.
- Your website or ftp location: we will download your ads from a location you specify. Please provide host name, user ID and a password.
- We also accept digital files on CD.

AdTransit

To register for FREE delivery of your ads to The Tennessean, log onto www.AdTransit.com and follow these instructions:

- Click on REGISTRATION
- Fill out all registration information, selecting a user ID and password.
- Select The Tennessean as your destination newspaper.
- You can call AdTransit at 1-800-254-6533 with questions.
- After you are confirmed, go to the site, log in and send your ad. You will receive confirmation that your ad has been received.
- If you enter your Tennessean sales representative's e-mail address, they will receive notice that your ad has arrived in our Ad Services department.
- The Ad Services department will give a copy of your ad to the sales representative and process it for publication.

The AdTransit.com service is free to advertisers and agencies.

The Tennessean pays the cost of maintaining the program for its advertisers who send ads to The Tennessean.

If you have any questions, please contact the Electronic department at (615) 259-8800 extension 8931

Political Advertising

Contract or open rates will apply to all political issue advertising and political party advertising. If contracts are utilized, sponsoring organizations must sign a separate contract, and complete contract space must be paid in advance. Political ads must have the words "Paid Political Advertising" set inside the top border. The ad must be signed by the individual or organizations inserting the ad as required by local and state law and the Federal Elections Commissions.
