

Specifications and Conditions

SUBMITTING MATERIALS for ADS PRODUCTION

Our Production Department is available to assist you in the production of your advertising materials.

CAMERA READY MATERIAL

Proposed ads must be under the correct size for printing. Line screens should be set at 85. If the ad is sent on film, it should be right-reading, emulsion side down. Please make sure that all four-color ads have been converted to CMYK for process color printing. Color separation is provided by the advertiser. Maximum ink density: 200%. It is required that negatives be supplied for all four color ads. CNY Latino will retain all Camera Ready material provided by the customer, unless prior arrangement has been established, additional costs might apply. Camera Ready material can be mailed to our Production department (see address below). Please identify the advertiser and the issue date on the disk or email message, with ALL pertinent information. Make sure to specified attention to the Production department for faster results.

DIGITAL MATERIAL

Our Production department works on both Windows (PC) based computer systems, and Macintosh platforms; however, work on Apple computers might represent extra charges, since we use third-party contracting agencies for that. The Production Department accepts the following programs for Windows (PC) based: Adobe Illustrator, Adobe Photoshop, Adobe PageMaker, Adobe Acrobat, Microsoft Publisher, and Microsoft Word; for Macintosh: QuarkXpress, and the all applications mentioned before. Graphic files should be in JPEG or TIFF format, with a 300 dpi resolution minimum. Please identify the advertiser and the issue date on the disk or email message, with ALL pertinent information.

Compatible digital format material can be sent regular postal mail on floppy disks, Zip disks, or CDs, to our Production department (see address below), or sent by online email to displayads@CNYLatino.com, or by accessing our ftp server from our website at <http://www.CNYLatino.com> (click on "submitting an ad"). Don't forget to include all fonts, all scanned art, logos, and any linked graphics or Photoshop files used in the ad when submitting materials. Please identify the advertiser and the issue date on the disk or email message, with ALL pertinent information. Make sure to specified attention to the Production department for faster results.

PRE-PRINTED INSERTS

**Your marketing material can be delivered with our newspaper
to reach our selected audience at less than the cost of direct mail**

INSERTS SPECIFICATIONS

Size- Minimum: 3" x 5"; Maximum: 7" x 11" Weight- Maximum: 1.0 oz.

All inserts have to be inspected and approved by designated personnel from CNY Latino. Identical sample must be presented and provided by advertiser two weeks (2 wks) in advance prior of publication date. Single print inserts must be printed in 60# stock paper minimum. If desired insert is larger than the specified size, folded inserts may be accepted. Inserts are available on a first-come first-served basis. Pre-printed inserts can be mailed to our Production department (see address below). Please identify the advertiser and the issue date on the disk or email message, with ALL pertinent information. Make sure to specified attention to the Production department for faster results.

CNY Latino

ATTN.: Production department
201 East Jefferson Street - Suite 224
Syracuse, NY 13202-2757

If you have questions about these specifications or delivery, please call your Advertising Account Manager, or our Production Coordinator, at (315) 415-8593, or email to displayads@CNYLatino.com
