

## PRODUCTION SPECIFICATIONS - PRINT

### ACCEPTED FILE FORMATS

#### PDF (Preferred)

Please distill your PDF as PDF/X-1a:2001

#### EPS or TIF

We do not accept ads in the following formats: MS Word, MS Excel, MS Publisher, MS Powerpoint.

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### DELIVERY INFORMATION

We can accept files by one of the following delivery methods:

#### Email: [ads@nola.com](mailto:ads@nola.com)

For emailed ads, the subject area should contain the ad number (supplied by your account representative), the rep's name and the run date of the ad

#### AP Adsend

For more information, contact [www.adsend.com](http://www.adsend.com). Our site name is **laors**.

#### Fast Channel

For more information, go to [www.fastchannel.com](http://www.fastchannel.com).

#### FTP

Contact your account representative for login information.

#### CD-ROM

Please include the file in one of the formats listed above.

### IMAGE SPECIFICATIONS

All raster images should be saved to scale in CMYK (for color) and Grayscale (for BW) format. No Pantone colors are accepted.

The Times-Picayune line screen is 105 lpi. Please save all raster images to scale at 210 DPI.

Please save all bitmap/line art images at 635 DPI.

Highlights should not be less than 3%. Shadows should not exceed 88%.

For heatset/glossy images (WISH and Home Buyer's Guide), all raster images should be saved to scale at 300 DPI. The linescreen is 150 lpi.

All bitmap/line art images should be saved at 800 DPI.

#### Printing Ink Setup

SWOP (Uncoated)  
28% Dot Gain  
Gray Balance 1.00 for CMYK

#### Separation Setup

GCR, Custom: 0/0, 35/0, 70/30, 100,100  
Total Ink Limit: 240%  
Black Ink Limit: 100%  
UCA: 0%

Please ask your account representative for a copy of The Times-Picayune's color reference chart. The color chart represents spot colors available with our printing process using standards set by the Newspaper Association of America

## PRODUCTION SPECIFICATIONS - PRINT

### RETAIL AD SIZES

1 Column	1.75"
2 Columns	3.75"
3 Columns	5.687"
4 Columns	7.687"
5 Columns	9.625"
6 Columns	11.625"
11 Columns (Tabloid Double Truck)	20.21"
13 Columns (Broadsheet Double Truck)	24.00"

Full Page  
11.625" wide x 21" deep

Broadsheet Double Truck  
24" wide x 21" deep

Tabloid Full Page  
9.625" wide x 11.5" deep

Tabloid Double Truck  
20.21" wide x 11.5" deep

### WISH AD SIZES

Full Page	9" wide x 9.75" deep
Half Page	9" wide x 4.75" deep

### CLASSIFIED AD SIZES

1 Column	1.062"
2 Columns	2.25"
3 Columns	3.437"
4 Columns	4.625"
5 Columns	5.75"
6 Columns	6.875"
7 Columns	8.062"
8 Columns	9.312"
9 Columns	10.437"
10 Columns	11.625"

### HOME BUYER'S GUIDE AD SIZES

Full Page	7.5" wide x 9.375" deep
Half Page	7.5" wide x 4.625" deep
Quarter Page	3.687" wide x 4.625" deep

For bleed specifications on Wish Magazine glossy covers or on Home Buyer's Guide covers, please consult your Account Representative.

## DEADLINES - PRINT

PUBLICATION DATE	SPACE RESERVED	COPY DUE	ONE PROOF SERVICE		NO PROOFS
			FINAL TO ADVERTISER	FINAL PROOF RELEASED	COPY AND RELEASE DUE
<b>Wednesday</b> Picayune/Pre-Runs	Friday 11 am	Wednesday 4 pm	Friday 8 am	Friday 4 pm	Friday 4 pm
<b>Wednesday</b> Main News, Metro, Living, Sports, Classified	Monday 11 am	Friday 4 pm	Monday 8 am	Tuesday 4 pm	Tuesday 5 pm
<b>Friday</b> Lagniappe, InsideOut	Friday 11 am	Monday 4 pm	Wednesday 8 am	Wednesday 4 pm	Wednesday 4 pm
<b>Friday</b> Auto/Classified	Wednesday Noon	Monday 4 pm	Wednesday 8 am	Wednesday 4 pm	Wednesday 4 pm
<b>Friday</b> Main News, Metro Living, Sports, Classified	Wednesday 11 am	Tuesday 4 pm	Thursday 8 am	Thursday 4 pm	Thursday 4 pm
<b>Sunday</b> Picayunes/Pre-Runs Classified	Tuesday 11 am	Monday 4 pm	Wednesday 8 am	Wednesday 4 pm	Wednesday 4 pm
<b>Sunday</b> Living	Wednesday 11 am	Wednesday 4 pm	Friday 8 am	Friday 4 pm	Friday 4 pm
<b>Sunday</b> Jobs/Real Estate/ Classified	Friday 4 pm	Wednesday 4 pm	Friday 8 am	Friday 4 pm	Friday 4 pm
<b>Sunday</b> Main News, Metro, Sports Classified	Thursday 11 am	Wednesday 4 pm	Friday 8 am	Friday 4 pm	Friday 4 pm

## DEADLINES - DIGITAL

MATERIALS APPEAR LIVE ON NOLA.COM 48 HOURS AFTER APPROVAL

## PRODUCTION SPECIFICATIONS - DIGITAL

### IMAGES

All artwork must be in one of the following formats:

- HTML
- JPEG
- GIF
- EPS
- TIF
- SWF
- PDF
- PSD (Photoshop Document)
- Clear logos/images to be scanned

Art may be submitted by disk or email.

Any Flash ad design or any other rich media must be approved by your Account Executive prior to ad placement.

### LOGOS

The best way to send logos and other line art is in EPS, Illustrator 7.0, or Postscript format. If the file contains any specific fonts, please include them. Otherwise, a medium to high resolution image is acceptable. Business cards are the hardest to work with due to poor image quality.

### TEXT

We strongly prefer any copy greater than 50 words be sent as a text document via email, or in either Microsoft Word or plain text format.

## PRODUCTION SPECIFICATIONS - DIGITAL

### CREATIVE SPECS

If you plan on providing your own creative, please refer to the following specs for our standard ad sizes:

Dimensions	File Size	Animation	Rich Media
468x60 (In-content banner)	40K	Yes Max 15 second loops Loops limited to 15 secs	Yes
728x90 (leaderboard)	40K	Yes Max 15 second loops Loops limited to 15 secs	Yes
300x250 (rectangle)	40K	Yes Max 15 second loops Loops limited to 15 secs	Yes
170x30 (site sponsor)	6K	No	No
120x60 (section sponsor)	6K	No	No
160x600 (skyscraper) Can also be 160x400	40K	Yes Max 15 second loops Loops limited to 15 secs	Yes
1680x1024 (wallpaper)	100K	No	No
234x60 (half banner)	40K	No	No
300x600 (half page)	40K	Yes	Yes
320x53	40K	No	No

The wallpaper unit is a complete change to the background of the page. The Leaderboard and Rectangle ads must be from the same advertiser as the Wallpaper. Wallpaper is only viewable on monitors greater than 1024 pixels.

This single image is intended to complement the leaderboard and rectangle ad units. NO logo, wording or call to action can be included.

The center content well plus 10px of white space on either side of it will knock out the center 1000px on the single image. While not necessary, you can leave this center part of the image white or a solid color to reduce file size.

## PRODUCTION SPECIFICATIONS - DIGITAL

### EXPANDABLE UNITS

Dimensions	File Size	Polite File Size	Max Expansion	Expand Direction
728x90	40K	120K	728x360	Down
300x600	40K	120K	600x600	Left
300x250	40K	120K	600x250	Left
160x600	40K	120K	320x600	Left

#### Corner Peel Ads

Appears in the top-right corner of a user's screen and looks as though the web page can be peeled back much like the page of a book or magazine. When the user clicks on the ad, the ad expands to reveal a larger advertisement underneath.

If Expand Method is automatic. 1 per user per day. Close button must be prominent on expandable component.

Sizes: 800x600 and 125x100 (teaser size - must be designed to show up before billboard slides out). Maximum file size is 90K

#### Sliding Billboard

Expands and slides the page content downward. NO animation allowed in 980x30 unit

Pencil - 20K (must contain language that instructs user to 'click to expand')

Display - 90K (close button required in top right corner)

Billboard - 980x300

#### Video Ads

A standard ad unit that has a video component included. Video can be embedded into standard ad designs - banners, skyscrapers, rectangles, etc.

Pre/Post Roll Video Ads - a video/flash advertisement that plays before/after a video content stream

Advertorial Video Clips - advertising video that is served as content. Typically advertorial video clips are served when a user clicks on a link and either a pop up or a new page is served up that contains the video.

Dimensions of the entire ad must match existing ad size standards. Smallest video size is 80x60.

15 or 30 seconds

File type is FLV - 1.5 mb max

We can accept other video files and convert them. Accepted formats are WMV, MPG, and MOV.

## PRODUCTION SPECIFICATIONS - DIGITAL

### REAL DEALS SPECS

#### Exclusive Real Deals

- The image must be no wider than 600 pixels and longer than 135 pixels.
- It's recommended that the characters be limited to the following:
  - Masthead copy - 50
  - Headline - 100 (50 characters per line)
  - Body copy - 13-15 lines (100 characters per line)
- Keep your file size 45K or lower when possible.
- Individual images should be around 8K or lower.

#### Shared Real Deals (two advertisers)

- Each image should be no wider than 500 pixels and longer than 135 pixels.
- It's recommended that the characters be limited to the following:
  - Masthead copy - 50
  - Headline - 100 (50 characters per line)
  - Body copy - 700 (100 per line)
- Keep your file size 45K or lower when possible.
- Individual images should be around 8K or lower.

#### Multi-Advertiser Real Deals

- Each image should be 135 pixels in width and length.
- It's recommended that the characters be limited to the following:
  - Masthead Copy - 50
  - Headline - 100 (50 characters per line)
  - Body copy - 260
- Keep your file size 45K or lower when possible.
- Individual images should be around 8K or lower.

## PRODUCTION SPECIFICATIONS - DIGITAL

### HTML AD SPECS

- Can not include CSS, inline styles using div/span, tags should be used to format HTML ad units
- Width and heights must not exceed the standard ad positions spec
- Should not include HTML, HEAD, BODY, or TITLE tags
- All links must be full paths and must be on a live server

### FLASH AD SPECIFICATION

- Flash version: Our standard Flash version is Flash 6 (We can accept up to Flash 11.5 (CS5.5). All prior versions are acceptable. NOTE: The higher the version, the more the users will see the back up image.
- Required files: for each flash creative, the .swf, .fla and backup gif/jpeg file must be included with the ad request
- File size: cannot exceed standard ad position file size limits
- External file calls: no loading variables from an external file or other movies from an external server without prior approval
- If you have several URLs that a creative will drive traffic to, use the same clicktag code as above, but for each different clicking URL, utilize a different name for the clicktag - example below. Essentially, you just need to use a different clicktag so our system can react accordingly. Only ActionScript 1.0 may be used.

url1 - clickTAG  
url2 - clickTAG2  
url3 - clickTAG3

Tip: When using multiple clicktags, be sure to designate each clickable area with a button of its own and make sure that you don't overlap buttons.

All Flash ads must include backup gif or jpg files less than 40K. Please include the following ClickTAG code with all flash ads:

```
on (release) {  
  
if (clickTAG.substr(0,5)== "http:" || clickTAG.substr(0,6) == "https:") {  
  
getURL (clickTAG, "_blank");  
  
}  
  
}
```



## PRODUCTION SPECIFICATIONS - DIGITAL

### **FLASH AD SPECIFICATION (CONT.)**

Example of multiple clicktag ActionScript below...

```
on (release) {  
if (clickTAG2.substr(0,5)== "http:" || clickTAG2.substr(0,6) ==  
"https:") {  
getURL (clickTAG2, "_blank");  
}  
}
```