

Newspaper Specs

Ad Sizes:

6 column measurements for SAU48"

Columns	Inches
1	1.7"
2	3.56"
3	5.4"
4	7.28"
5	9.14"
6	11"

**CNA utilizes the NAM standards for PASS measurements. Not all newspapers conformed to this format when they changed sizes so ads may float within the allotted space.

Des Moines Register measurements for 40" Web (also included: Iowa City Press Citizen)

Columns	Inches
1	1.53"
2	3.23"
3	4.92"
4	6.61"
5	8.30"
6	10.00"

Ad Copy Requirements:

Line Screen:

- 85 minimum to 100 maximum / 85 lines is the preferred standard.
- Also converts to 200 dpi – this is referred to as Dots Per Inch or can be referred to as Raster Image Resolution. 200 dpi is the preferred minimum, higher dpi will produce more favorable results

Electronic format:

- Ads should be sent to CNA as an Adobe distilled PDF file - The PDF is created by taking a postscript file that is then distilled using Adobe Distiller and AdSend job options.
 - All PDF files must be saved to be compatible with Acrobat 4 (PDF 1.3).
 - All fonts must be embedded.
 - Finished file must be less than 2 megabytes in size - papers have a maximum size that they can accept PDF files which is usually around 2 megabytes. Anything larger will require posting to the website
 - CNA can accept ad copy via email (Ad copy should be emailed to: media@cnaads.com) or CD.
 - If an advertiser provides an ad that is not saved in the proper PDF format and would like CNA to make the PDF for them, this can be done at a cost of \$50/hour.
 - When supplying an ad to CNA that is not in finished PDF format, copy can be sent in the following formats:*
- Adobe InDesign (versions CS2 and older)
 - Adobe Illustrator (versions CS2 and older)
 - Adobe Photoshop (versions CS2 and older)
 - Quark XPress (versions 4.x and older)
 - Adobe PageMaker (versions 6.5 and older)

**When sending ads using any of these (non-PDF) formats, all source graphics and fonts must also be included.*

\$50/hour service/design fee applies to convert these files to PDF (1 hour minimum charge)

Color ads must be provided in both:

- Composite format – the pdf file looks like a completed ad.
- CMYK color separations for papers that are unable to use composites.

CMYK: C-Cyan M-Magenta Y-Yellow K-Black

** For proper 4-color separation, all color graphics should be saved as CMYK EPS images. Black/white and grayscale graphics used within a color document should be saved as TIF images to insure optimal print quality. (Black/white graphics saved as EPS images have a tendency to separate when printed, causing the output product to be “muddy.” Saving black/white graphics as TIF images resolves the separation issue, allowing them to appear sharp when printed.)

Online Specs

Ad Unit	Pixels	File Size (GIF/JPEG)	File Size (Flash)
Leaderboard	728 x 90	20K	30K
Skyscraper	160 x 600	20K	30K
Rectangle	300 x 250	20K	30K
Small Leaderboard	705 x 70	20K	30K
Square	250 x 250	20K	30K

Special Flash Requirements & Instructions:

- Animation length - 15 seconds
- Looping requirements - 3 loop max
- Back-up GIF/JPEG file (final view/frame)
- Click-through URL

All creative specifications are subject to change.