

Mechanical Requirements

The Dickinson Press accepts ads created on Macintosh-compatible systems for direct transfer into the newspaper's computerized pagination system.

Electronic transfers ensure that the final printed version is of "original" quality. Ads suffer no second- or third-generation reproduction loss. Before submitting electronic material, please use the following information to be sure your design applications are compatible with those in use at The Press.

The Dickinson Press currently accepts documents prepared in the following or previous versions of these supported applications.

- QuarkXPress 4.03 (PC or Mac)
- QuarkXPress 6.5 (Mac only)
- Photoshop 7.0 (PC or Mac)
- Adobe Acrobat 7.0 (PC or Mac)

We cannot accept ads created with Microsoft Publisher.

For questions call our Production Manager Mary VanVleet at 701-456-1233.

PDFs

We ask that our customers submit Adobe Acrobat PDFs of their ads. All PDFs must be created through Adobe Distiller and, if the ad is a color ad, created in CMYK color and not RGB color. All fonts must be embedded.

Custom Design/Artwork

Production: \$40.00 per hour.

Production Requirements:

All color must be CMYK
ROP Line Screen: 85 dpi.

Color: When using a single color plus black in a graphic, designate the color as cyan or magenta and make sure the black is pure black not a 4-color black. Save the file as CMYK. This will allow for correct separation.

Image Resolution

Black and White – 200 dpi at 100%
Four Color – 200 dpi at 100%
Line Art – 800 to 1200 dpi at 100%.

Digital Ad delivery

Be sure to notify your sales representative when you send an ad electronically.

Email:

Classified Ads:

classifiedadvertising@thedickinsonpress.com

Retail Ads:

ropadvertising@thedickinsonpress.com

Include the following information for email: Contact information, business name, ad size, run date and sales reps name.

FTP: With large files you may want to post ad materials to our ftp site. Using ftp software such as Fetch:

- Host: ftp://72.20.66.147
- User name: public
- Password: public

For questions on our ftp site call Mary VanVleet at 701-456-1233.

AP AdsendCode: nddic

MECHANICAL SPECS

Retail	Inches	Picas
1 Column	1.63	9p10
2 Column	3.43	20p7
3 Column	5.23	31p5
4 Column	7.03	42p2
5 Column	8.83	53
6 Column	10.625	63p9
Full Page 10.625" x 21.5"		
Double Truck 22.250" x 21.5"		

Classified	Inches	Picas
1 Column	1.131	6p10
2 Column	2.318	13p11
3 Column	3.504	21p
4 Column	4.691	28p2
5 Column	5.878	35p3
6 Column	7.065	42p5
7 Column	8.251	49p6
8 Column	9.438	56p7.5
9 Column	10.625	63p9
Full Page 10.625" x 21.5"		
Double Truck 22.250" x 21.5"		

Tab	Inches	Picas
1 Column	1.97	11.5
2 Column	4	24
3 Column	6.083	36.5
4 Column	8.167	49
5 Column	10.25	61.5
Full Page 10.25" x 13"		
Double Truck 21.5" x 13"		

PUB DATE	CLOSING
Monday	N/A
Tuesday	Mon. Noon
Wednesday	Mon. 5:00 PM
Thursday	Tues. 5:00 PM
Friday	Wed. 5:00 PM
Saturday	Thurs. 5:00 PM
Sunday	Thurs. 5:00 PM
The Advertiser	Fri. Noon
Add 24 hours for Holidays	



www.thedickinsonpress.com