

*The LANG GUIDE TO SENDING ELECTRONIC FILES is a helpful handout to assist you in producing and delivering your ads for newspaper production. Though the information contained here is specific to the Macintosh environment of LANG you may find much of the information helpful for other newspapers as well.*

### 1. WHAT SOFTWARE WE ACCEPT

In order to achieve the most fluid transport of your ad to LANG, we recommend that you create a PDF (portable document format) file of your ad using Adobe's "PDF Distiller". To best accommodate you, LANG can accept files in the following program formats. The earlier versions of these programs are also acceptable.

- Quark Express
- Adobe Acrobat (PDF Files)
- Adobe Illustrator
- Freehand

**NOTE:** Please do not send your ads in Microsoft WORD format. This is a word processing program and WORD'S graphic formats do not translate well.

### 2. WHAT TYPE OF DISK SHOULD YOU SEND

LANG accepts most of the popular computer disk formats. Make sure to include all document fonts, including those located in Freehand or Illustrator eps files.

- 3.5" Floppy disk
- Zip Disks (100 & 250mb)
- CD Rom

### 3. SENDING ADS BY THE INTERNET

LANG recommends you send your ad directly to our FTP site (File Transfer Protocol).

If you choose not to send us a PDF file, you should compress all your ad elements before you send your ad. To do this, place all the elements into a folder, including fonts. All electronically transmitted files should then be compressed with Stuffit or Binhexed using a program such as "Dropstuff". This will both decrease transmission time and reduce the possibility of data corruption. Send the compressed ad file to us via our FTP site.

### FTP Connection

To Log onto our FTP Site you can use the File Client program for MacIntosh or "WS\_FTP" for PC. These programs can be downloaded free at <http://www.download.com>. Click on "Internet" then "FTP" to get to the download screen.

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|           |                          |
|-----------|--------------------------|
| Host Site | <b>208.29.169.7</b>      |
| User ID   | <b>lang</b> (lower case) |
| Password  | <b>1234</b>              |
| Directory | leave this blank         |

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To reach our site via Netscape type in:  
<ftp://lang:1234@208.29.169.7>

You will see a list of folders:

- L.B. – Long Beach Press Telegram
- ONT. – Inland Valley Bulletin
- Redlands – Redlands Daily Facts
- S.B. – San Bernardino Sun
- W.C. – San Gabriel Valley Newspapers
- W.H. – LA Daily News

Double click the appropriate folder then upload your files.

### 4. WINDOWS USERS

In general there are no major difficulties in transferring ad documents from a Windows platform to the Macintosh computer platform if the ad is done in one of the software programs listed above. You should ask for a proof; however, since it is not uncommon for type to shift spacing parameters after the transfer of the document. Corel Draw users should export their documents as Adobe Illustrator EPS files before sending them to LANG.

### 5. ADVERTISING UNITS - SIZE CHART

| RETAIL SIZES       | Width/Inches   | DEPTH |
|--------------------|----------------|-------|
| Standard Full Page |                |       |
| 6 columns          | 11 1/2" (69p3) | 21"   |
| Double Truck       | 23 7/8" (144p) | 21"   |

*Note: Display Ad Double Truck - 12 1/2 columns (includes gutter)*

| Tabloid Full Page |          |        |
|-------------------|----------|--------|
| 5 columns         | 9 9/16"  | 11.75" |
| Double Truck      | 20 9/16" | 11.75" |

*Note: Tabloid Double Truck = 10 1/2 columns (includes gutter)*

| DISPLAY   | Width/Inches | Picas |
|-----------|--------------|-------|
| 6 Columns | 11 1/2"      | 69p3  |
| 5 Columns | 9 9/16"      | 57p7  |
| 4 Columns | 7 5/8"       | 45p11 |
| 3 Columns | 5 11/16"     | 34p3  |
| 2 Columns | 3 3/4"       | 22p7  |
| 1 Column  | 1 13/16"     | 10p11 |

| CLASSIFIED SIZES | Width/Inches | Picas  |
|------------------|--------------|--------|
| 10 Columns       | 11 1/2"      | 69p3   |
| 9 Columns        | 10 3/8"      | 62p1   |
| 8 Columns        | 9 3/16"      | 55p1.5 |
| 7 Columns        | 8"           | 48p2   |
| 6 Columns        | 6 7/8"       | 41p2.5 |
| 5 Columns        | 5 11/16"     | 34p3   |
| 4 Columns        | 4 9/16"      | 27p3   |
| 3 Columns        | 3 3/8"       | 20p4   |
| 2 Columns        | 2 1/4"       | 13p4.5 |
| 1 Column         | 1 1/16"      | 6p5    |

*Note: Classified Double Truck = 20 1/2 columns (includes gutter)*

### 6. HOW TO SEND CAMERA READY ART

#### FILM NEGATIVE

Right Reading, Emulsion Down, 100 lpi

#### PAPER POSITIVE

85 lpi

#### SPOT COLORS

Since LANG only uses process colors (cyan, medium red, yellow & black), spot colors from professional color matching systems such as Pantone, ANPA, etc. cannot be matched as a mixed color. You will need to set up your color output with the PROCESS equivalents.

### DOUBLE TRUCK ADS

The printed size of a standard double truck ad in LANG is 23 7/8" wide. A tabloid size double truck is 20 9/16". Because the maximum output width of our image-setter is only 14", it is necessary for doubletruck ads to be sent to LANG as full-sized Camera Ready art (neg preferred) rather than on disk or via modem.

### 7. BEFORE YOU PLACE FILES ON FTP SITE...

File names must have the proper DOS extension or the file will not transfer properly. Adobe Illustrator - .ai, QuarkXpress - .qxd, EPS - .eps, Tif - .tif, JPEG - .jpg, Text - .txt, Microsoft Word - .doc, Microsoft Excel - .xl. If you have any questions about any other extensions please call.

### 8. A NOTE ABOUT FONTS

The Postscript fonts on your Windows based computer do not transfer the Macintosh environment in a format that is usable. Where allowable we will use the equivalent Macintosh based font. Type done in Illustrator or Freehand should be changed to Vector Paths if the file is being imported into a page layout program such as Quark Xpress, Adobe Pagemaker, or In Design.

### 9. HOW TO REACH PRODUCTION SUPPORT

Your production questions are always welcome. Though we may not have all the answers relating to specific software technical support, we have a strong background in those technical areas concerning how to get your advertisement to produce.

#### LONG BEACH & PRESS TELEGRAM

Phone: (562) 499-1442

#### INLAND VALLEY DAILY BULLETIN

Phone: (909) 483-9379

#### SAN BERNARDINO SUN

Phone: (909) 386-3837

#### SAN GABRIEL VALLEY NEWSPAPERS

Phone: (626) 962-8811 X2115 or X2324

#### LA DAILY NEWS

Phone: (818) 713-3571

#### REDLANDS DAILY FACTS

Phone: (909) 793-3221 X306