

ELECTRONIC AD SUBMISSION GUIDELINES

The Northern Virginia Daily sends all news and ad pages directly to negative imagesetters. We are encouraging advertisers and ad agencies to send their camera-ready ads in electronically or by disk to improve final image quality. We can accept ads via email, FTP site, CD, DVD or through an electronic ad delivery service.

All ad copy or content, along with any known information pertaining to the ad, including run date, intended ad size, sales representative, etc. should be sent directly to
composing@nvdaily.com

- We can retrieve files from FTP sites. If you wish us to download your ad from an FTP site, please provide the sales representative with the host, user ID, password and directory information. We can also download or upload from our in-house FTP site. Please contact us for location, username and password.
- We also receive ads through AdSend, Ad Transit.com, FastChannel and other ad delivery providers.

THE PREFERRED METHOD OF RECEIVING ADS ELECTRONICALLY IS IN PDF FORMAT:

When sending PDFs, please send high resolution, uncompressed files with all fonts embedded. Please do not send PDFs that have been password protected. We are unable to manipulate locked PDFs in any way.

WE CAN CURRENTLY ALSO ACCEPT ADS FROM THE FOLLOWING PROGRAMS:

- **Quark Xpress 6.5** or lower - please send all included images.
- **Illustrator CS2** or lower - please send all fonts or convert fonts to curves
- **Adobe Photoshop CS3** or lower

We do not add outside fonts to our font list. When sending files as text, some font substitution may occur.

WE CAN ALSO ACCEPT: EPS, TIF, High Resolution JPEG

WE PREFER THE FOLLOWING SPECIFICATIONS:

- Files should always be sent uncompressed and at 300 dpi or higher.
- For color ads, please use CMYK colors. Any black elements, such as body text, should be 100% K and 0% of all other channels, rather than a mix of CMYK colors. Please do not use registration black.
- Please do not submit electronic artwork (logos, images) pulled directly off of a website, or request us to do so. There are copyright issues, and artwork designed for a website is generally low res for web viewing and not suitable for print. If you have access to a corporate site specifically designed for downloading high res printable artwork, and you would prefer that we log on and download the necessary files, please supply us with the website and password.
- We also encourage advertisers to email text intensive ad copy. Ad text can be sent in the body of an email message, as a .txt file, or in Microsoft Word format.

OTHER POLICIES:

- Files sent in at incorrect size may be modified to fit our space if revised file cannot be re-sent by deadline.
- We do NOT accept files in Publisher or PageMaker format.
- We do not offer make-goods, re-runs or credits when electronically submitted insertion orders, ad copy, voicemail, email correspondence, FTP sites, or items mailed through postal services fail to arrive due to technical issues or other problems.

Alternative electronic formats may be acceptable. Please contact Anthony Ring in composing at 540-465-5137 x175 or via email at composing@nvdaily.com for specific information or technical advice. A handbook containing specifications and design tips is available via email by request.

For more information, contact your advertising representative or call 540-465-5137