

Deadlines



Day Of Publication	Section	Pub. Set Ad Materials Due	Space Reservation & Cancellations	Digital Pickup and Digital PDF Due	Final Corrections
Monday	Main/Sports	Thurs 5 PM	Fri 10 AM	Fri 10 AM	Fri Noon
	Classified Display	Thurs 5 PM	Thurs 5 PM	Fri 10 AM	Fri Noon
	Classified Liners		Fri 6 PM		Fri Noon
	Legals		Thurs Noon		
	Funeral Notices		Sun 3 PM		
Tuesday	Main/Sports	Fri 5 PM	Mon 10 AM	Mon 10 AM	Mon Noon
	Classified Display	Fri Noon	Fri Noon	Fri 5 PM	Mon 10 AM
	Classified Liners		Mon 10:30 AM		
	Legals		Fri Noon		
	Funeral Notices		Mon 3 PM		
	Buyer's Edge Display	Mon 5 PM 8 Days Prior	Mon 5PM 8 Days Prior	Wed 10 AM 6 Days Prior	Wed 10 AM 6 Days Prior
Buyer's Edge Liners		Thur 5 PM			
Wednesday	Main/Sports/Food	Mon Noon	Tues 10 AM	Tues 10 AM	Tues Noon
	Classified Display	Fri 5 PM	Fri 5 PM	Mon 5 PM	Tues 10 AM
	Classified Liners		Tues 10:30 AM		
	Legals		Mon Noon		
	Funeral Notices		Tues 3PM		
Thursday	Main/Sports	Tues 5 PM	Wed 10 AM	Wed 10 AM	Wed Noon
	Northwest/Foothills/East	Mon Noon	Mon Noon	Tues 10 AM	Tues 10 AM
	Caliente	Mon Noon	Mon Noon	Tues 10 AM	Tues 10 AM
	Classified Display	Tues Noon	Tues Noon	Tues 5 PM	Wed 10 AM
	Classified Liners		Wed 10:30 AM		
	Legals		Tues Noon		
	Career Builder Wkly Display	Thur 5 PM (1 Wk Prior)	Thur 5 PM (1 Wk Prior)	Fri 5 PM	Fri 5 PM
	Career Builder Wkly Liners		Fri 6 PM		
Funeral Notices		Wed 3 PM			
Friday	Main/Sports/The Arts	Wed Noon	Thur 10 AM	Thurs 10 AM	Thurs Noon
	La Estrella	Fri 5 PM (1 Wk Prior)	Fri 5 PM (1 Wk Prior)	Wed 10 AM Prior	Wed Noon
	Classified Display	Tues 5 PM	Tues 5 PM	Wed 5 PM	Wed 5 PM
	Classified Liners		Thurs 10:30 AM		
	Legals		Wed Noon		
Funeral Notices		Thurs 3 PM			
Saturday	Main/Sports/Out & About	Wed 5 PM	Thur 10 AM	Thurs 3 PM	Thurs 5 PM
	New Homes	Mon 5 PM	Mon 5 PM	Thur 10 AM	Thur Noon
	Classified Display	Wed 5 PM	Wed 5 PM	Thurs 3 PM	Thurs 5 PM
	Classified Liners		Fri 11:30 AM		
	Legals		Wed Noon		
	Funeral Notices		Fri 3 PM		
Sunday	Main/Sports/Business/Accent	Thurs 10 AM	Thurs 10 AM	Fri 10 AM	Fri Noon
	At Home	Wed 5 PM	Wed 5 PM	Fri 10 AM	Fri Noon
	Travel	Thurs 10 AM	Thurs 10 AM	Fri 10 AM	Fri Noon
	TV Week	Tues 5 PM	Tues 5 PM	Thurs 10 AM	Thurs Noon
	Classified Display	Thurs 10 AM	Thurs 10 AM	Fri 10 AM	Fri Noon
	Top Homes/Showcase	Tues 4 PM	Tues 4 PM	N/A	Thurs 5 PM
	Recruitment - Proof	Thurs Noon	Thurs Noon	Fri 3 PM	Fri 5 PM
	Recruitment - No Proof	Fri 3 PM	Fri 3 PM	N/A	N/A
	Classified Liners		Fri 6 PM		
	Legals		Wed 5 PM		
	Funeral Notices		Fri 3 PM		
	TV y Mas Glossy Pages	Wed 5 PM (8 Working Days Prior)	Wed 5 PM (8 Working Days Prior)	Thur 5 PM (7 Working Days Prior)	Thur 5 PM (7 Working Days Prior)
	TV y Mas Inside Pages	Fri 5 PM (6 Working Days Prior)	Wed 5 PM (8 Working Days Prior)	Tues 5 PM (4 Working Days Prior)	Tues 5 PM (4 Working Days Prior)

- Times listed are "in" Ad Services. • No guaranteed proof for ads submitted after printed deadlines. No proofs for digital PDF ads.
- Pubset double-trucks are due 24 hours in advance of printed deadlines. • Group page ads are due 24 hours in advance of printed deadlines.
- All non-PDF digital ads must meet the pubset ad material due deadline.
- Complete ads include layout, artwork and copy. Incomplete ads will be held until all components have been received.
- No cancellations accepted after space reservation deadline.

Effective 11/11/09

4850 S. Park Ave., Tucson, AZ 85714 • Retail: (520) 573-4366 Classified: (520) 573-4343



Submitting a Digital Ad



Delivery Methods

Adsend

Customer Service 1-800-823-7363

adtransit.com

Customer Service 1-800-254-6533

Fast Channel (Ad Direct)

Customer Service 1-866-321-FAST (3278)

Wamnet

Customer Service 1-520-573-4587

File Formats Required

- Adobe Acrobat PDF
- For assistance, call 520-573-4587.

Photo Toning

Scanning Originals

- Resolution of original scan should be no less than 170 dpi; 200 dpi is recommended for best results.
- Original artwork should be scanned in as close to the intended finished print size as possible. Manipulating the size after the scan is completed can jeopardize the integrity of the pixels and reduce the print quality.

Color Photos

- Prior to saving, color images must be converted to CMYK and saved as an EPS file.
- JPEG images will not separate and usually convert to a black and white image.
- Binary encoding with Macintosh 8bits/pixel preview should be selected as well.
- Color EPS files tend to be large, so sizing and cropping to the actual print size are required.

B/W Halftones

- Save as "grayscale" mode in EPS format with Binary encoding.

Newsprint Reproduction Specs

- All graphics and photo images printed on the TNI press reproduce at 100-line screen.
- Highlight aim-point = 2%.
- Shadow aim-point = 85%.
- Newspaper dot gain is about 28% in Cyan, Yellow and Black. Magenta has a tendency to run at 30%.

Please use this formula when setting mid-tone values.

All questions regarding photo toning should be directed to the TNI Imaging Department at 520-807-8018.

Effective 8/1/08

Making a PDF (Acrobat 7.0)

Create a Postscript file or EPS of your ad. Remember to convert all of your color elements to CMYK. RGB is not accepted. Launch Acrobat Distiller and set Distiller job options as follows:

General File Options

- Compatibility: Acrobat 4.0 (PDF 1.3)
- Object-Level Compression: Off
- Auto-Rotate Pages: Off
- Binding: Left
- Resolution: 1200 dots per inch
- All Pages: Checked
- Optimized for Fast Web View: Not Checked

Default Page Size

- Units: inches
- Width: 12.00 Height: 22.00

Color Images & Grayscale Images

- Sampling: Bicubic Downsample to: 200 pixels per inch for images above: 300 ppi
- Compression: Automatic (JPEG)
- Quality: Maximum

Monochrome Images

- Sampling: Bicubic Downsample to: 900 pixels per inch for images above: 1350 ppi
- Compression: CCITT Group 4
- Anti-Alias to gray: Off

Fonts

- Embed All Fonts: Checked
- Subset Embedded Fonts When Percent Of Character Is Less Than: 100%.
- When Embedding Fails: Warn and Continue

Adobe Color Settings

- Settings File: Color Management Off

Color Management Policies

- Leave Color Unchanged
- Rendering Intent: Default

Working Spaces (grayed out)

Device-Dependent Data

- Preserve Under Color Removal and Black Generation: Checked
- When Transfer Functions Are Found: Preserve
- Preserve Halftone Information: Not Checked

Advanced Options (Only one item checked)

- Convert Gradients To Smooth Shades: Checked

Document Structuring Conventions (DSC)

- Process DSC Comments : Checked
 - Resize Page and Center Artwork for EPS Files: Checked
- (All other boxes should not be checked)