

# Guidelines For Furnishing Digital & E-mail Ads

By following these guidelines you will insure your ad flows seamlessly into the publication process and that all deadlines are met. If you have any questions regarding the preparation of an ad call 432/333/7794 and ask for Shaughn Gaspar, *Creative Services Manager*.

Always send a SAMPLE PRINTOUT of your ad. A color composite is essential. Please be sure the ad is correct and up-to-date when sent. We do not accept responsibility for any last minute corrections that we are asked to make by the agency and/or person responsible for creating the ad for client.

**Application:** Ads may be submitted via Adobe Acrobat file format (pdf) with all fonts embedded. We are able to accept ads created in the following programs on PC format: Quark, Illustrator, or Photoshop.

**Graphics:** All linked graphics must either be TIFF or EPS format. TIFF is preferred. Collect for output all graphics used in the ad. When using Illustrator in ad production, convert type to OUTLINES: otherwise, the fonts will not render accurately and we will have to replace them with similar ones.

**Color Photo:** Full color photos should be supplied as CMYK in TIFF or EPS format. TIFF is preferred. Do not send JPEG. If a clipping path is used, save as an EPS file. **We print with an 85 lpi, 170 dpi resolution.** Enclose or embed all original files.

**Fonts:** Use only PostScript/Type I fonts. Do not use True Type fonts. We will substitute similar fonts if you do not create outlines. We do not accept responsibility for any errors due to font replacement. **PDF font embedded files are preferred.**

**Ink Color:** Advertisements are printed using four color process (cyan, magenta, yellow, black). Our production uses NAA-COLOR inks to specifications for newsprint advertising production (SNAP) guidelines. We do not use Pantone color inks, but we do try to match as close as possible using an NAA color. It is the agency's responsibility to make sure all color models are submitted correctly (CMYK). RGB files will be returned for color correction.

**Media:** We are currently accept ads on CD-ROMs, floppies, email or via AP Adsend. All disks will be returned per your request. **E-mail ads to [oa\\_adv@oaoa.com](mailto:oa_adv@oaoa.com) or for large files call 432-333-7794 for FTP site information.**

**Virus Checks:** All disks are virus checked prior to being copied into our system. If a virus is found, you will be contacted immediately and the disk will be returned.



**ODESSA AMERICAN**

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