

Overview

ROP advertising is very flexible; however it differs from other print media in that the paper stock used for most newspapers is very porous and fibrous. This is important to keep in mind when designing your creative. Newspapers can have a 20 – 40% dot gain. Using half tones and line art will keep contrast in your creative.

Please Note: All ROP materials must be submitted in an electronic format. Hi – RES pdf-X1-a 300dpi PDF's should be supplied along with all imported graphics and images plus all screen and printer fonts embedded.

ROP Electronic Page Guidelines

Designing Native Page Files

- Macintosh platform is strongly preferred, however, Valassis accepts ads that have been created on a PC computer using QuarkXPress, Illustrator, Photoshop, and InDesign.
- For quality newspaper reproduction, the recommended size of any type should be **no smaller than 6 points. Light typeface in small size should be avoided**
- For ads printing with two or more colors, type should be 10 points. Smaller type should be made up of just one single color due to on-press registration issues
- Copies of all screen and printer fonts used must be supplied for all pages. These fonts will be used solely for the purpose of processing the customer-supplied files
- Postscript Type 1 or Open Type fonts should be used (No True Type fonts)
- **Ideal File:** embedded or outlined fonts and 300 dpi

Image resolution should be supplied at **300dpi**, scanned images **must** be placed @ **100%** in the page layout application

- File formats of EPS or TIFF
- Halftone images must be saved in the appropriate format:
 - Grayscale for black and white ads or **CMYK** for 4-Color (process color) ads
 - 4-Color image total print density should not exceed 240%
 - Always anticipate a 20 – 40% press gain
 - Supply all graphics (vector) EPS files used in page
 - If supplying a Quark EPS file, provide the original application file

Preparing High Resolution PDF Files

- Final PDF resolution should be **Hi-RES 300dpi with embedded or outlined fonts**
- Fonts must NOT be encoded/composite
 - Create outlines in native application like In-Design or Illustrator before creating a final PDF file to avoid encoded/composite fonts.
- PDF version 1.3 – Flatten transparencies
 - PDF-x1-a settings encouraged – Downloadable PDF settings are available on www.valassis.com.

Digital File Transfer

- **Quick Guide For Sending Files Through FTP to ROP-Graphic Services, Valassis**
 1. **Hostname:** ftp.valassis.com
 2. **Username:** podrop
 3. **Password:** rop
 4. Next, click **Connect** – You should now be connected to our site to upload files

Please Note: If using Fetch, open a **New Connection**. File> New Connection (MAC – system)

IMPORTANT - If you have any trouble posting files, be sure to check your Firewall preferences and select (or deselect) Passive Mode (PASV) then try to re-upload

- **Quick Guide For EMAIL**
 1. Filenames ending with **.zip** can not be accepted by Valassis email due to virus protection requirements.
 2. File names must not exceed 28 characters.
 3. **Avoid Corrupted Files:** Make sure to **STUFF.sit** file(s) first (Example: using Aladdin Stuffit Deluxe Software)

**Please contact your dedicated ROP representative if you have any questions.
Thank you for your business.**