

## 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.

## 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 typefaces in small sizes 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:

- High resolution PDF with embedded or outlined fonts and minimum 150 dpi.
- Any scanned images **must** be placed **@ 100%** in the page layout application.
- Non-PDF file formats of EPS or TIFF preferred, or all native files and fonts supplied.
- 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.

### Preparing High Resolution PDF Files

- Final PDF resolution should be **a minimum of 150 dpi 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](http://www.valassis.com).

### Digital File Transfer

- **Upload Files on the Valassis File Upload web page:**  
<http://www.valassis.com/resources/production-specs/print-specs/#upload-files>
- **If Sending Files with E-Mail:**
  1. File names must not exceed 28 characters.
  2. Compress any **non-PDF** files (example: .zip or .sit)

**Please contact your dedicated ROP representative if you have any questions**