

## Print Specifications

- ☑ We only accept digital files and prefer the files in PDF, TIFF, EPS, JPEG or Microsoft Word format (text only).
- ☑ All files submitted should be suitable for reproduction in formats that can be recognized by our system, i.e. Adobe CS3 Suite.
- ☑ Minimum resolution: 600 dpi for line art, 200 dpi for photos.
- ☑ Fonts must be 100% embedded in PDF files.
- ☑ Printing at 85 line screen.
- ☑ All ads and images with color (spot color, RGB) should be saved as CMYK.
- ☑ Black should be saved at 100% K only, no other colors mixed with it.
- ☑ Ads may be sent to your representative via e-mail, if they do not exceed 10MB in size. Ads larger than 10MB should be sent on CD or can be saved to our FTP server at <ftp://DailyReport:fcdr2006@dailyreport.alm.com>  
**username:** DailyReport **password:** fcdr2006
- ☑ Please contact your sales representative for the username and password.

## Supplied Inserts

*Supplied inserts that do not meet the requirements listed below, may be rejected and/or refused*

- ☑ Maximum size of insert = 7" x 11.25" (Flat)
- ☑ Minimum size of insert = 3" x 5"
- ☑ Maximum thickness of insert = 1/4"
- ☑ Inserts must be received a minimum of 48 hours prior to insertion scheduled time unless prior arrangements have been made with management
- ☑ Please contact your sales representative in advance if the insert requires special handling such as pre-folding.
- ☑ Advance notice is required to eliminate delays and missed deadlines

## Digital Media Specifications

- ☑ We only accept digital files in the following formats: GIF or JPG, with a maximum resolution of 72 dpi
- ☑ Ads can not exceed 35k in size
- ☑ Animated gifs should not exceed 50K (15 sec. duration maximum and should only cycle once)
- ☑ Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages, or the like.
- ☑ Advertisements cannot resemble The Daily Report content.
- ☑ Advertisements cannot mimic news headlines in design, tone, 3rd person sentence structure, or topic.

### Not Accepted

- ☑ General Advertisements that contain fraudulent, deceptive or misleading statements or illustrations. Attacks of a personal nature. Advertisements that are overly competitive or that refer abusively to the goods or services of others.
- ☑ Online Gaming Advertisements promoting online gaming or wagering sites.
- ☑ Investments Advertisements that do not comply with applicable federal, state and local laws and regulations.

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*\* The Daily Report reserves the right to remove any advertisement which is deemed annoying and/or harmful to our users.*

*\*\* All advertisements will be reviewed and are subject to approval by The Daily Report before placement on the site.*