

Newspaper Specifications

Newspaper Material Requirements

Defense News and Federal Times, are printed web offset, saddle stitched and trimmed. Final size of publications is 10.75" x 12.5". All advertising art must be corrected for a 35% dot gain and the use of **SNAP** (*Specifications for Newsprint Advertising Production*) standards.

Images/Rules and Frames

- Images must be CMYK, PMS and RGB colors will be converted to CMYK process equivalent. Black and white images are in grayscale mode.
- Use a minimum input resolution of 200 dpi for images scanned at their final image size. For line art, or scanned text, use a minimum of 800 dpi.
- Rules and frames for graphics and images should not be less than .5 point.
- All partial page ads with no hard edge are required to have a rule/border to separate it from editorial content.

Ink

- No less than 15% is recommended for a flat tint for consistent reproduction.
- Total Ink - maximum of 240%.

Typography

- **BLACK TYPE** - We recommend using type sized at 8 point or larger.
- **COLOR TYPE** - Type using two or more overprinting inks should be no less than 12 point sans serif. Serif type is not recommended.
- **REVERSE TYPE** - Serif fonts are not recommended. Type reversed out of a single ink area should be no less than 10 point (sans serif **bold**). Type reversed out of



two or more overprinting colors

should be no less than 12 point (sans serif **bold**). When reversing type out of a screened single-ink background, the background screen should be at least 30% in tonal value. Screen type reversed in a solid color must not exceed 20% tint in tonal value if both the type and background are the same color. We can not be responsible for reproduction of any type smaller than the above specifications and full payment will be enforced.

- **OVERPRINTED TYPE**- Overprint type is not recommended in areas exceeding 30% tonal value.

Proofs

- GGMC requires that a proof be supplied with all color and black and white materials. Without a hard copy proof GGMC can not assume responsibility for reproduction and full payment will be enforced. Newsprint proofs are required for proper color reproduction. For content we can work with contract, color laser or black and white laser proofs. However, please note that we can not guarantee color match with these types of proofs. Therefore, we are not responsible for color reproduction and full payment will be enforced.

Additional SNAP specifications can be found at the Newspaper Association of America at:
www.naa.org/snap.

File Formats

We prefer that your files be either EPS or PDF formats. Be sure to use “print optimized” settings when creating your PDF. This will ensure that all of your fonts are included and your images are high resolution. These formats provide the most effective means for transmitting and printing across a variety of operating systems.

If you cannot provide EPS's or PDF's, we will accept creative composed in the following applications (with all fonts and images included): QuarkXpress, Illustrator, InDesign, and Photoshop.

Files that do not meet specifications or require additional work may incur charges.

Physical Media

- CDs/DVDs

Internet/Email Delivery of Materials

We provide the following services for ad material:

- Retrieval of file(s) from an advertisers FTP site

- Upload to our FTP site:

[ftp.gannettgov.com/pub/incoming](ftp:gannettgov.com/pub/incoming)

Address: ftp.gannettgov.com

User name: anonymous

Password: “your email address”

- As an attachment to email:

advertising@gannettgov.com

File must be no larger than 5 megabytes in size.

Both retrieval from and uploading to FTP sites, require notification to our email address. Please include intended publication, issue date and contact information. Be sure to compress all files.

All FTP and email transmissions should be followed up with a customer supplied proof.

Send all material to:

Gannett Government Media Corporation

Ad Scheduling Production Manager

6883 Commercial Drive

Springfield, VA 22159

Phone: (703) 750-8991

Fax: (703) 750-8981

Issue and Closing Deadlines

- Defense News and Federal Times are published on Mondays. Closing for space and copy is NOON FRIDAY, 10 days prior to the issue date.
- Cancellations for premium positions are NOON MONDAY, four weeks prior to ad closing date. Cancellations after closing date will result in full payment for space plus a premium charge.

If advertising material arrives after stated deadline, Defense News Media Group and Gannett Government Media assumes no responsibility for expressed reproduction, positioning or other related matters surrounding the insertion. Full payment for the ad will be enforced.

Contact Us

Ad Scheduling Production Manager

Tel: (703) 750-8991

Fax: (703) 750-8981

Advertising Contact

Tel: (703) 642-7330

Fax: (703) 642-7386

Creative Questions

Tel: (703) 750-8991

Visit us online at

www.defensenews.com/advertising

www.federaltimes.com/advertising

Gannett Government Media Corporation Web Sites

militarytimes.com

armytimes.com

navytimes.com

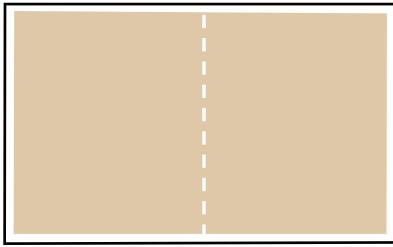
airforcetimes.com

marinecorpstimes.com

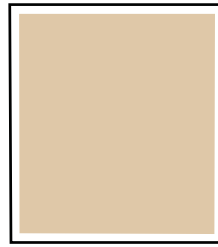
militarytimesEDGE.com

Defense News and Federal Times Ad Sizes

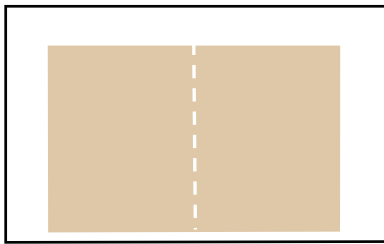
Publication trims to 10.75"x 12.5" (273mm x 317.5mm)



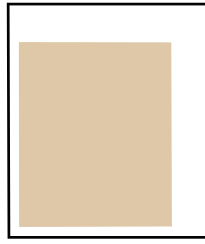
Two Page Spread - with Bleed
 20.5" x 11.25" (520.7mm x 285.7mm) 22" x 13" (558.8mm x 330.2mm)



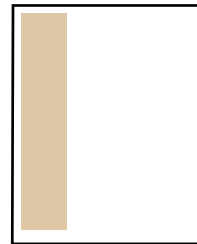
Full Page - with Bleed
 9.875" x 11.25" (250.8mm x 285.7mm) 11.25" x 13" (285.7mm x 330.2mm)



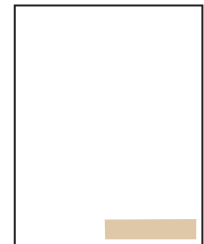
Jumbo Junior Spread
 16.484" x 9.375" (418.6mm x 238.1mm)



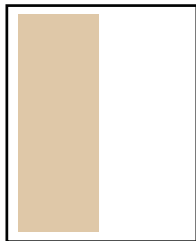
Jumbo Junior
 7.867" x 9.375" (199.8mm x 238.1mm)



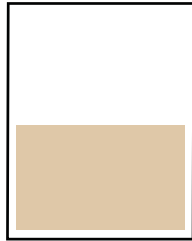
2/5 Page
 3.85" x 11.25" (97.7mm x 285.7mm)



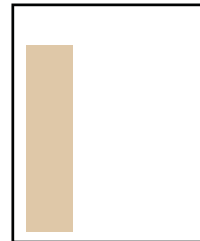
Front Page Banner
 5.75" x 1.5" (146.0mm x 38.1mm)



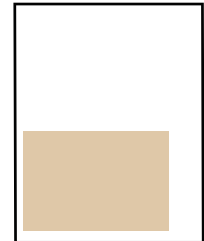
1/2 Page (vertical)
 4.77" x 11.25" (121.1mm x 2985.7mm)



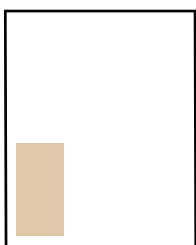
1/2 Page (horizontal)
 9.875" x 5.625" (250.8mm x 142.8mm)



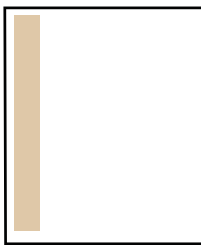
1/2 Page Jumbo Jr. (vertical)
 3.85" x 8.75" (97.7mm x 222.2mm)



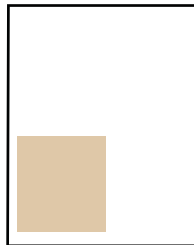
1/2 Page Jumbo Jr. (horizontal)
 7.867" x 4.375" (199.8mm x 111.1mm)



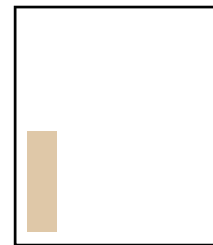
1/5 Page
 3.85" x 5.625" (97.7mm x 142.8mm)



1/5 Page Column
 1.842" x 11.25" (46.7mm x 285.7mm)



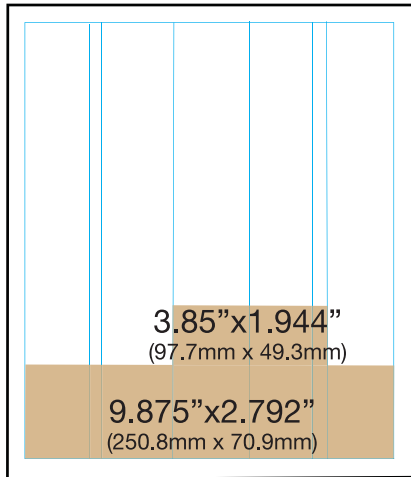
3/10 Page
 5.858" x 5.625" (148.7mm x 142.8mm)



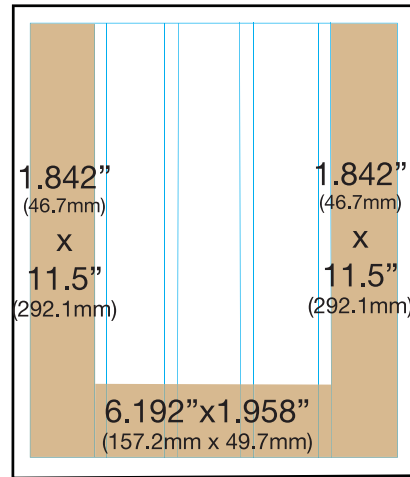
1/10 Page
 1.842" x 5.625" (46.7mm x 142.8mm)

Defense News Asymmetrical Ad Sizes

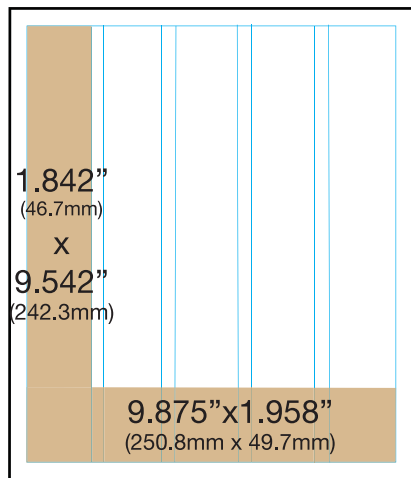
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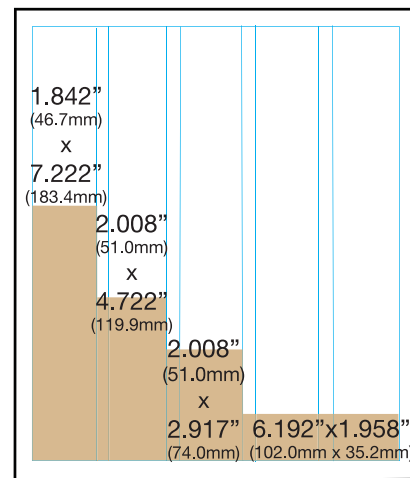
Blocks



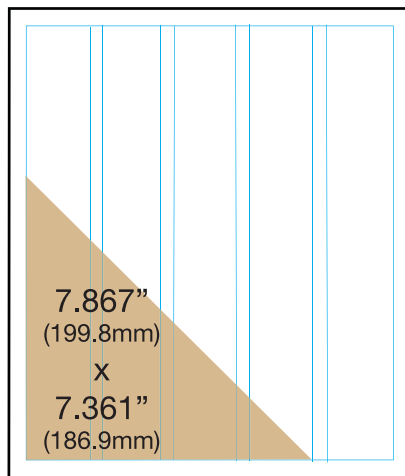
Horseshoe



L Shape



Steps



Triangle