

NYT Production Specs

Production Guidelines for B&W Newspaper Ads

Electronic submission of black and white material is preferred and encouraged through transmission of industry standard PDF files.

Camera-ready reflective material is acceptable for black and white advertising when electronic submission is not possible but The New York Times will not be responsible for the reproduction quality of supplied Camera-ready material. Camera-ready material should be created with an 85-line screen at a 45-degree angle using either a round or elliptical dot. Mezzo Tint, Etch Tone and Straight or Random Line can at times reproduce less than acceptable results and should be avoided, especially for fine details.

The following standards are for black and white newspaper ads and should serve as a guide only. Every continuous tone or half tone image, supplied digitally or otherwise, should be evaluated on an individual basis with an expected dot grain of approximately 30% in the 50% dot area using an 85% screen ruling.

Dot gain curves are non-linear; ads will gain more in their mid-tone values than the highlight or shadow.

All continuous tone images should be at least 170 ppi at their final output size. Line art should be at 1016 ppi.

All ads supplied to The New York Times should have a minimum of 5% in the highlight and a maximum of 80% in the shadow area. Any part of the ad not intended to print solid black should be created at a maximum of 87%.

A minimum of 20% contrast between foreground and background is recommended.

Type should be kept at a minimum of 6 point for standard or 10 point for reverse. All type intended to print solid black should be set at a 100% black. Surprinted type should be solid black and contrasted against 30% black screen or less. Reverse or knockout type should be 0% (white) type on a 70% screen or higher. Fine serif typefaces should be avoided.

Ads submitted digitally can expect up to 2% shrinkage when printed. Ads supplied as camera ready can expect between 2% and 5% shrinkage.

Distiller Settings for PDFs

Distiller 6.0 & 7.0

General Tab

Compatibility = Acrobat 4.0
Object compression = Off
Rotate Pages = Individually
Binding = Left Resolution = 2400 dpi

Select "All Pages"

Embedded Thumbnails = UNCHECKED
Optimize For Fast Web View = UNCHECKED

Default Page Size = 13 x 21 Inches

Images Tab

Color & Grayscale Images
Bicubic Down sampling to 203 ppi
For Images above 304 ppi

Compression = Auto JPEG
Quality = Maximum

Monochrome Images
Bicubic Down sampling to 1016
For Images above 1016
Compression = CCITT Group 4
Anti-Alias = Off

POLICY = Cancel jobs when below 100 for Color & Grayscale, 600 for Monochrome

Fonts Tab

Embed all fonts = CHECKED
Subset = CHECKED AT 100%
When embedding fails = Cancel Job

Color Tab

Settings File = NONE
Color Management Policies = Leave Unchanged
Document Rendering Intent = Preserve
Preserve Under Color Removal & Black Generation = CHECKED
Transfer Functions = Remove Preserve Halftone = UNCHECKED

Advanced Tab

Select the following only...

Convert gradients to Smooth Shades P
reserve Level 2 copy page
Preserve Overprint Settings
Overprint is nonzero
Save Adobe PDF Settings Inside PDF

Process DCS comments
Preserve EPS Info
Preserve document Info from DCS
Resize page and center EPS

Standards Tab

Compliance Standard = NONE

Set Trim Box to Media Box with a .01 offset all around

Distiller 5.0**General Tab**

Compatibility: Acrobat 4.0

Optimize PDF: Unchecked

Generate Thumbnails: Unchecked

Resolution: 1200 dpi

Binding: Left

Default Size

- Width: 13
- Height: 21
- Units: Inches

Compression Tab

Color Images

- Resampling: Checked and set to Bicubic Down sampling
- DPI: 203 for images above 304
- Compression: Automatic
- Quality: High

Grayscale Images

- Resampling: Checked and set to Bicubic Down sampling
- DPI: 203 for images above 304
- Compression: Automatic
- Quality: High

Monochrome Images

- Resampling: Checked and set to Bicubic Down sampling
- DPI: 1016 for images above 1200
- Compression: Checked and set to CCITT Group 4
- Anti Alias to Gray: Unchecked
- Compress Text and Line Art: Checked

Fonts Tab

Embed All Fonts: Checked

Subset All Embedded Fonts Below: Checked and set to 100%

When Embedding Fails: CANCEL JOB

Be sure that no font names appear in the "NEVER EMBED" window

Color Tab

Color Management Off

Policies and Color Spaces: Not Applicable

Options

- Overprint Settings: Checked
- Undercolor Removal and Black Generation: Checked
- Select REMOVE Transfer Function
- Preserve Halftone Information: Unchecked

Advanced Tab

Options

- Use Prologue and Epilogue.ps: Unchecked
- Allow Postscript File to Override Job Options: Unchecked
- Preserve Level 2 copy page Semantics: Checked
- Save Portable Job Tickets Inside PDF Files: Unchecked
- Illustrator Overprint Mode: Checked
- Convert Gradients to Smooth Shades: Checked

- ASCII Format: Unchecked

Document Structuring Conversions (DSC)

- Process DSC Comments: Checked
- Log DSC Warnings: Unchecked
- Resize Page and Center Artwork for EPS: Checked
- Preserve OPI Comments: Unchecked
- Preserve Document Info from DSC: Unchecked

Transmission Options for Digital Ad Delivery

Submit your ads electronically to The New York Times and benefit from improved reproduction, faster delivery and lower production costs. Doing so is simple and reliable. Below is a quick guide to the transmission options.

NY Times Advertising Web Site

Non-Registered Users (Best for one-time or infrequent advertisers)

- If you have already made your reservation, you may [submit ad materials online](#).

Registered Users (Best for frequent NYT advertisers and placing agencies)

- Allows you to link your ads directly to your reservation number and send them over the internet directly to the NYT secure website.
- No Fee

To become a registered user:

1. Call the COF Department at (212) 556-7777 or out of NY State Out of town, call toll free 1-800-NYT-5515 to get your secure password and ID.
2. Please allow 48 hours for set up as a registered user.
3. Sign and return administrative contract.