

2009 The Miami Herald/elNuevo Herald Mechanical Requirements

7/09 H3

The Miami Herald/elNuevo Herald ROP Standard, ROP Tabloid & Classified

COLUMN WIDTHS	IN INCHES
1	1.597"
2	3.32"
3	5.04"
4	6.76"
5	8.49"
6	10.20"
DT	21.40"

The Miami Herald/elNuevo Herald Common Ad Sizes ROP Tabloid

Digital File Specifications

- Disc Type:** CD.
- Ad Format:** Ads are preferred in the PDF file format. Ads must be received in Macintosh or PC format.
- Fonts:** Fonts other than those in the Adobe library will not be accepted unless they are embedded in an Acrobat PDF or PostScript file. They may also be outlined in any illustration application. Do not use Multiple Master fonts. The outcome is inconsistent on PostScript imagesetters. All fonts must be included on the disk. If not in PDF format, please include both screen and printer fonts. Please place fonts in a separate folder on the disk. If a disk ad comes in on its final deadline and some fonts are missing or uses fonts other than those in the Adobe library, we reserve the right to substitute with a similar font.
- Accepted Programs:** Current versions of Multi-Ad Creator, QuarkXPress, Illustrator, Photoshop, Acrobat, and InDesign.
- Art Files:** All art files must be TIFF, PDF, or EPS format and included on the disk. Color photos and ads must be in CMYK.
- Special Instructions:** Hard copy must accompany the ad and be clearly keyed to match digital file.
- Important:** The Herald Ad Imaging Department cannot guarantee an ad will run or run correctly if disks are submitted past ad deadline or not following the listed specifications. For additional information, please visit our website at <http://addesk.miamiherald.com/>

The Miami Herald/el Nuevo Herald Common Ad Sizes ROP Standard & Classified

Classified Mechanical Requirements

Classified In-Column Solid Set Advertising: Please do not use a lineage ruler when counting in-column solid set ad lines. Count actual lines of type run, including lines of space ordered.

Line Count: Agate lines count 1 line each.

Classified Display Advertising: Acceptable in 1/4-inch increments only after 1 column by 1 inch minimum. EXAMPLE: 1x1", 2x2^{1/4}", 3x3", 3x3^{1/4}", 3x4", etc.

A display column inch is equal to a 13-line charge.

Printing Process: Offset, 100-line screen. Contact your Herald Advertising representative for a complete list of printing specifications.

MHMC's Rights Regarding Mechanical Specifications:

The Miami Herald Media Company reserves the right to alter any advertising material due to press/production requirements. This includes the right to reduce the size of any advertisement as long as the advertisement maintains the proportions of the entire page. Advertising will be billed based on the space reserved/ordered. Contact your Herald Advertising representative for a complete list of printing specifications.

Comics, Gatefolds and Spadeas

Spadeas 11.125" x 20"
Gatefolds 5.14" x 20"

Outproof

If your ad is created by The Miami Herald, you may request an outproof (a copy of the ad) to review prior to publication. Requests for outproofs must be made no later than 48 hours before the ad's deadline. Any changes to the ad must be received by The Herald prior to its final copy deadline.

Contact Information

For more information on these and other Miami Herald products, contact your Miami Herald representative or call our Retail Advertising Offices:

Main Office800-766-2820
Broward County954-538-7227
Palm Beach County..... 800-295-5185 Ext. 7227
El Nuevo Herald 305-376-2058
Email adinfo@miamiherald.com

Be sure to visit MiamiHeraldAdvertising.com.