

# Newspaper Ad Copy Requirements

## Ad Sizes:

6 column measurements for SAU40"

Columns	Inches
1	1.53"
2	3.22"
3	4.89"
4	6.56"
5	8.22"
6	9.89"

6 column measurements for SAU48"

Columns	Inches
1	1.7"
2	3.56"
3	5.4"
4	7.28"
5	9.14"
6	11"

\*\*CNA utilizes the NAM standards for PASS measurements. Not all newspapers conformed to this format when they changed sizes so ads may float within the allotted space.

6 column measurements for SAU

Columns	Inches
1	2.06"
2	4.25"
3	6.44"
4	8.625"
5	10.81"
6	13"

\*\*Any newspapers whose column widths do not measure the SAU standard are automatically converted for placement purposes. The conversion is as follows:  $(12.375 * \text{Rate}) / \text{Actual Newspaper Column width in picas}$ . This may cause white space around the ads due to the varying dimensions of columns widths in newspapers.

## Ad Copy Requirements:

Line Screen:

- 85 minimum to 100 maximum / 85 lines is the preferred standard.
- Also converts to 200 dpi – this is referred to as Dots Per Inch or can be referred to as Raster Image Resolution. 200 dpi is the preferred minimum, higher dpi will produce more favorable results

Electronic format:

- Ads should be sent to CNA as an Adobe distilled PDF file - The PDF is created by taking a postscript file that is then distilled using Adobe Distiller and AdSend job options.
- All PDF files must be saved to be compatible with Acrobat 4 (PDF 1.3).

- All fonts must be embedded.
- Finished file must be less than 2 megabytes in size - papers have a maximum size that they can accept PDF files which is usually around 2 megabytes. Anything larger will require posting to the website
- CNA can accept ad copy via email (Ad copy should be emailed to: [media@cnaads.com](mailto:media@cnaads.com)) or CD.
- If an advertiser provides an ad that is not saved in the proper PDF format and would like CNA to make the PDF for them, this can be done at a cost of \$50/hour.
- When supplying an ad to CNA that is not in finished PDF format, copy can be sent in the following formats:\*

Adobe InDesign (versions CS2 and older)

Adobe Illustrator (versions CS2 and older)

Adobe Photoshop (versions CS2 and older)

Quark XPress (versions 4.x and older)

Adobe PageMaker (versions 6.5 and older)

*\*When sending ads using any of these (non-PDF) formats, all source graphics and fonts must*