



One Call. One Buy. One easy way to reach Ontarians.

## DIGITAL TRANSMISSION OF ADVERTISING MATERIAL

Ad\*Reach provides the following services to assist you in the delivery of digital ad material to community newspapers included in your ad campaign:

- » Ad\*Reach will make your material available to OCNA member newspapers through our web-based ad delivery system called the AdLine, or
- » Ad\*Reach will work with you to help OCNA member newspapers use your previously established FTP site successfully.

Prior to issuing ad material we ask advertisers to contact an Ad\*Reach sales representative to discuss the ad transfer requirements outlined below and your FTP capabilities if necessary. This simple step can save valuable time in the distribution process.

### Requirements

Please note that Ad\*Reach will not accept Quark, InDesign or EPS files for distribution. Only PDFs will be accepted using the guidelines below:

- » Embed all fonts. Where possible, use only Type 1 Postscript fonts instead of TrueType fonts. We do not recommend the use of OpenType (Multi-byte) or Multiple Master fonts.
- » When compressing images, don't use the JPEG or 'Automatic' setting.
- » Use 200dpi for grayscale and colour images. 600dpi is recommended for black & white bitmap images.
- » Do not use colour in a black & white ad (newspapers will not convert your ad to grayscale for you). Do not use CMYK images in spot-colour ads.
- » Send a composite version of any process or spot-colour ads. We no longer require pre-seperated files.
- » Do not enable any security settings on the file.
- » Please ensure the PDF is compatible with Adobe Acrobat version 4.0.
- » Proof your PDF and print a test before sending.

We also recommend you archive PDF files prior to transmission using Stuffit (Mac) or WinZip (Windows) to minimize errors.

### How to Send Ads

Send ad material via e-mail to [ads@ocna.org](mailto:ads@ocna.org). Please include a subject line and a brief message indicating the number of attached files and any other pertinent information. If necessary, fax a copy of the ad to (905) 639-6962 and be sure to identify the ad by the name of the client.

### For More Information

For additional information on planning an electronic ad campaign, please call Ad\*Reach at (905) 639-8720. For technical inquiries, please contact us at (905) 639-8720 ext. 239 or email [ads@ocna.org](mailto:ads@ocna.org).