

Newspaper Specifications

Newspaper Material Requirements

Army Times, Air Force Times, Navy Times and Marine Corps Times are printed web offset. Final size of publications is 11.375" x 12", folded only—no trim or stitch. 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 this 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

- Army, Air Force, Navy and Marine Corps Times are published on Mondays. Closing for space and copy is 11 AM FRIDAY, 17 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, Military Times 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) 750-8910 Fax: (703) 750-8410

Outside Office

Los Angeles

Tel: (310) 444-2136 Fax: (310) 479-2550

Creative Questions

Tel: (703) 750-8991

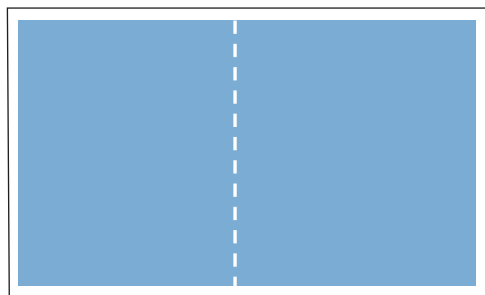
Visit us online at

militarytimes.com/advertising
armytimes.com/advertising
navytimes.com/advertising
airforcetimes.com/advertising
marinecorpstimes.com/advertising

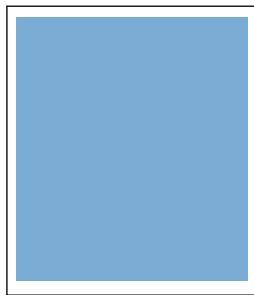
Gannett Government Media Corporation Web Sites

defensenews.com
federaltimes.com
militarytimesEDGE.com

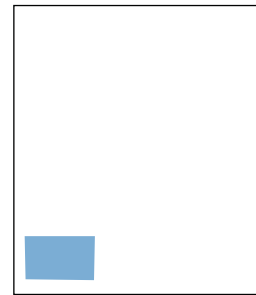
Military Times Ad Sizes



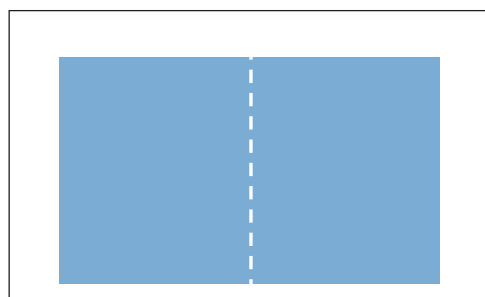
Two Page Spread
21.25" x 10.639"
(539.7mm x 270.23mm)



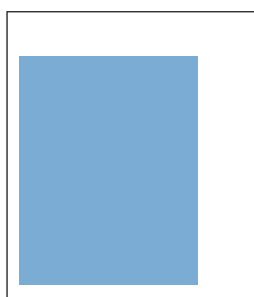
Full Page
10.25" x 10.639"
(260.3mm x 270.23mm)



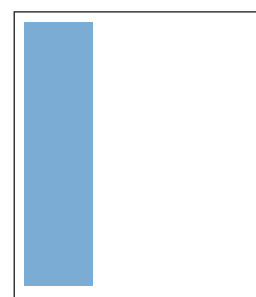
Sponsorship Ad
3.3" x 2.361"
(83.8mm x 59.9mm)



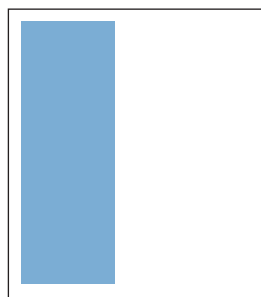
Jumbo Junior Spread
17.083" x 9.028"
(433.9mm x 229.3mm)



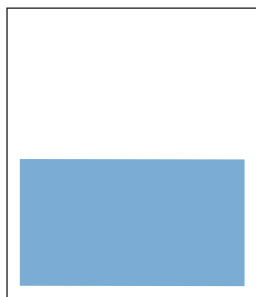
Jumbo Junior
8.167" x 9.028"
(2007.4mm x 229.3mm)



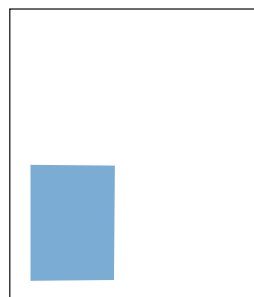
2/5 Page
4" x 10.639"
(101.6mm x 270.23mm)



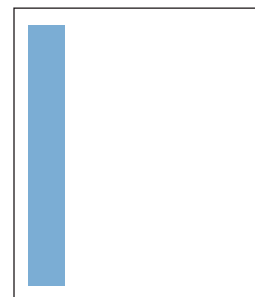
1/2 Page (vertical)
5" x 10.639"
(127mm x 270.23)



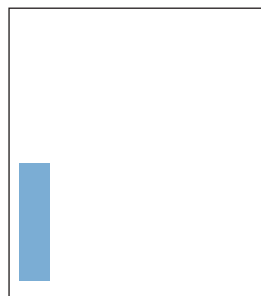
1/2 Page (horizontal)
10.25" x 5.3"
(260.3mm x 134.6mm)



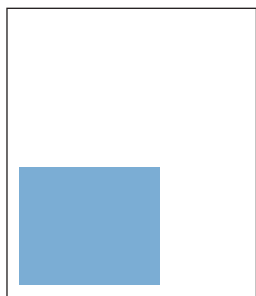
1/5 Page
4" x 5.3"
(101.6mm x 134.6mm)



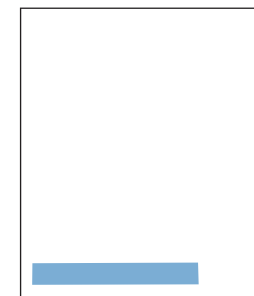
1/5 Page Column
1.917" x 10.639"
(48.6mm x 270.23mm)



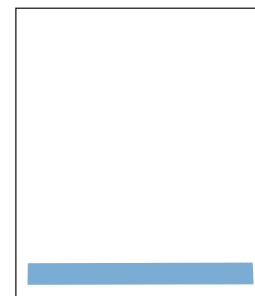
1/10 Page
1.917" x 5.3"
(48.6mm x 134.6mm)



3/10 Page
6.083" x 5.3"
(154.5mm x 134.6mm)



Front Page Banner
7.875" x 1"
(200.0mm x 25.4mm)



Back Page Banner
10.25" x 1"
(260.3mm x 25.4mm)