



Ad submissions

Smart options in just-right sizes

Printing specs overview

Printed on premium, 50 lb. coated paper
 133 line screen
 300 dpi
 Max Density — area coverage — 260%
 Dot Gain — 12-25%
 SWOP proof

Ad dimensions

Full page (non-bleed)	10.00" w x 14.00" h
Full page (bleed)	11.50" w x 15.50" h
1/2 page (horizontal)	10.00" w x 6.875" h
1/2 page (vertical)	4.875" w x 14.00" h
1/4 page	4.875" w x 6.875" h
1/8 page	4.875" w x 3.30" h

*NOTE: image area (trim size) is 11" x 15". Please allow .25 inches all the way around for bleed.



FULL PAGE



HALF PAGE VERTICAL



HALF PAGE HORIZONTAL



QUARTER PAGE



EIGHTH PAGE

File types supported:

PDFs are preferred. You can also submit the native Quark XPress, Adobe Illustrator and Adobe Photoshop files with all supporting art and fonts. *FID luxe* only accepts native files for the Macintosh platform. Any files prepared on the Windows platform must have all fonts converted to paths and curves (note to Quark users, XPress does not support this option) and saved as a PDF. You may provide a CD of your files or upload your PDF to adservices.dallasnews.com. Film is NOT accepted.

For technical questions:

Catrina Stanford,
 Creative Art Manager
 214.977.8620 cstanford@dallasnews.com

Melissa Linscott,
FID luxe Art Team Lead
 214.977.5509 mlinscott@dallasnews.com

Required proof:

In order to maintain the most accurate color reproduction in our publication, we prefer a calibrated GATF/SWOP approved proofs with color bars and marks. These include: Matchprint (digital or analogue), Creo Proof, Polaroid Proof, Kodak Approval. We will also accept Iris and Rainbow proofs. However, *FID luxe* reserves the right to dictate color on ads supplied with these types of proofs. Unacceptable color proof output options for color checking include but are not limited to: HP 5000, Epson 5000/9000/10000, Inkjet and Color Laser Copier. These devices lack the color consistency of higher level proofs.

Shipping:

Please send all materials to the attention of your Account Executive at:

**508 Young Street
 Dallas, TX 75202**

Production notes:

COLOR: All ads must be CMYK. RGB and PMS colors are not acceptable. Due to the nature of the printing process and paper stock that *FID luxe* incorporates, color may vary somewhat from preferred proofs. **IMAGES:** All images must be in CMYK or Grayscale mode at 300 dpi saved as TIFF or EPS. Maximum ink density for any CMYK image should be 260%. JPEGs and image files using indexed color, RGB mode or LZW compression will not output correctly. **FONTS:** Please include all fonts used in your layout. Do not stylize fonts in Quark XPress as this may cause them to output incorrectly. **DESIGN INTERVENTION:** The design of an ad is an integral part of the style of *FID luxe*. *FID luxe* reserves the final approval rights on design and photography used in all advertisements. Artwork should be approved by *FID luxe* before final production commences.