

### DOCUMENTS

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- Create documents at 100% of printed size. Ads cannot be scaled up in size without negatively affecting quality.
- Build your ad in high resolution format, 200dpi or higher, and use CMYK, NOT RGB.
- Do not use 4/color black type, use 100% black only.
- Fonts with thin or delicate serifs should be avoided, as they will not reproduce well on newsprint.
- Embed all fonts (including system fonts) when creating PDF files.
- Accepted file formats include .jpg, .tiff, .eps, .pdf, .psd.
- We **DO NOT** accept Powerpoint or Word files.
- **CMYK or grayscale color only.** If an ad is received in RGB format, it will be converted to CMYK. Spot and Pantone colors are not recognized in the newspaper industry. If an ad is delivered and is not in CMYK format, it will be converted to the CMYK equivalent, and when printed on newsprint, will NOT match the PMS color as it appears in a Pantone swatchbook.
- **Colors, when viewed on screen, will always look different when printed on newsprint.**

The production department does a quick check of these qualifications and can normally fix any minor issues in order to prep the ads for printing. **The advertiser understands that** an ad not the right size may be slightly adjusted, and dark colors may be converted and lightened.

### PUBSET

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Ads that need to be completely designed in-house, from start to finish, are pubset ads. Clients who request the free design service will need to supply all necessary assets to the production department. Assets should be of print quality, at 200dpi or higher.

- Text/ad copy, images and logos must be provided by the client. CNY does NOT provide free, licensed, or royalty free images/artwork. Artwork supplied by the advertiser must not be swiped from the internet or an unknown source. **\*Understand that just because an image was found online, it doesn't necessarily mean it can be used without copyright. Check the terms of usage for each resource carefully to determine how it can be used. Some resources allow for commercial use, while others are under copyright and available for personal use only. CNY is not responsible for legal entanglements you may encounter as a result of an advertiser using swiped/stolen artwork.**
- Photos and graphics such as JPG, EPS or TIFF, **must be 200 dpi or higher.**
- Any thoughts or special requests about the ads need to be communicated to your account executive.
- Email the materials to your account executive or the production department before the closing date.

### PICK UPS AND CHANGES TO PREVIOUSLY-RUN ADS

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- **A pick up** is running the exact same ad again.
- **A pick up with change** is a minor change to an ad we have designed within the last year.
- If the artwork is more than one year old, it is in the client's best interest to update their materials and send it again. Technology advances quickly, and clients' information and graphics may have changed.

**FOR ADVERTISING INQUIRIES:** [adinquiries@cny.org](mailto:adinquiries@cny.org) or 212-688-2399, press '5'