

# Mechanicals

## Acceptable Formats

- Preferred file format is PDF with embedded fonts using Adobe Acrobat Distiller
- EPS (with fonts encapsulated or outlined)
- InDesign native format should be supplied with supporting images & fonts for PC compatibility
- Ad material created in Microsoft products, such as Publisher, Word or Corel **WILL NOT** be accepted.
- Please make sure items such as black text are set to overprint images or colors.

## Image Specifications

- Use only TIFF, EPS or PSD
- JPEGs and DCS file formats are not acceptable
- Internet art (JPG, GIF, PNG) is too low resolution for print and is unacceptable
- All color must be CMYK (convert all Pantone, RGB, Lab and Indexed Color to CMYK)
- EPS files must be saved with a preview (TIFF/8 Bit) and binary (ASCII) encoding
- Scanned or digital images must be at least 180 pixels per inch (PPI) and as close to the intended finished print size as possible. Images increased over the 100% value will jeopardize the integrity of the pixels and reduce the print quality.
- Use the ratios below for guidance on scanning input ratios and lines per inch output ratios.

Output Ratio	@90 LPI
• 100%	180 ppi
• 125%	225 ppi
• 150%	270 ppi
• 175%	315 ppi
• 200%	360 ppi
• 300%	540 ppi
• 400%	720 ppi

## Typography

- Typeface selection: Sans Serif fonts, typefaces that do not use serifs (small lines at the ends of characters), are generally more difficult to read. For this reason, they are used most often for short text components such as headlines or captions.



- Serif faces are the best choice for use in newspaper production for legibility, especially with large amounts of text or small type. Typefaces with thin or delicate serifs and non-uniform character thickness should be avoided. Serif typefaces are generally not suitable in solid reverses.
- Typeface size: Small type tends to lose definition at press stage. The Missoulian recommends that if you MUST use small text, it should be a minimum of 8pt type at 100% black only.
- When type is reversed out (white) of four-color or used as four-color text we recommend a minimum of 12pt type. Understand that registration on such design is difficult and may cause the type to appear blurry.
- Black text: All black text should be made up of **100% black only**. When printed, if black text contains color components of CMYK, it can become unreadable and misregister on the press.
- Small color text must be 100% of either cyan, magenta, yellow or black for optimal clarity.
- Electronic advertising must be embedded in high-res PDF or EPS files.

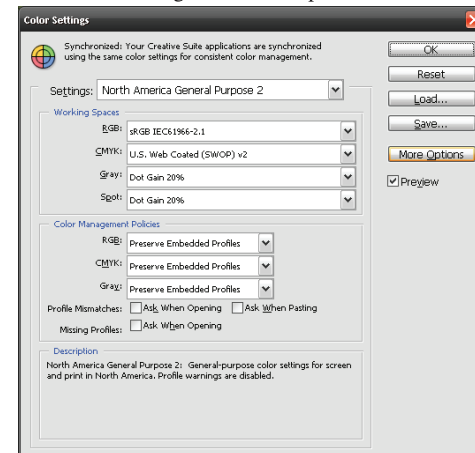
## Levels & Dot Gain

Dotgain is the process in which a correction is made for the media type being printed on. For example, newsprint allows the ink to spread much more than glossy art paper, therefore altering the effective color levels visible.

- All graphics and photo images printed on the Missoulian press reproduce at 90 lines per inch.
- Newspaper dot gain is about 20% in Cyan, Yellow and Magenta. Black has a tendency to run at a 25% gain.

Below are settings for dotgain and level adjustments. Use these as a guide for preference settings.

Find these settings in Photoshop - Edit>Color Settings



## File Submission

- EMAIL: Please send your file to: [design@missoulian.com](mailto:design@missoulian.com)

- FTP (software such as Filezilla or Fetch)
  - Host: [ft pads.missoulian.com](http://ft pads.missoulian.com)
  - Username: missadv
  - Password: acrobat12
  - Place in the "incoming" folder

## Portable Media

- USB Flash Drive (subject to Virus Scan), CD Rom, DVD, Email or FTP

## My Media Center Online

- To learn more about our mechanical specifications and to download Acrobat Distiller Settings for versions 4.0-7.0 visit: <http://mediacenter.missoulian.com/>



# Special Editions 2010-2011 Calendar

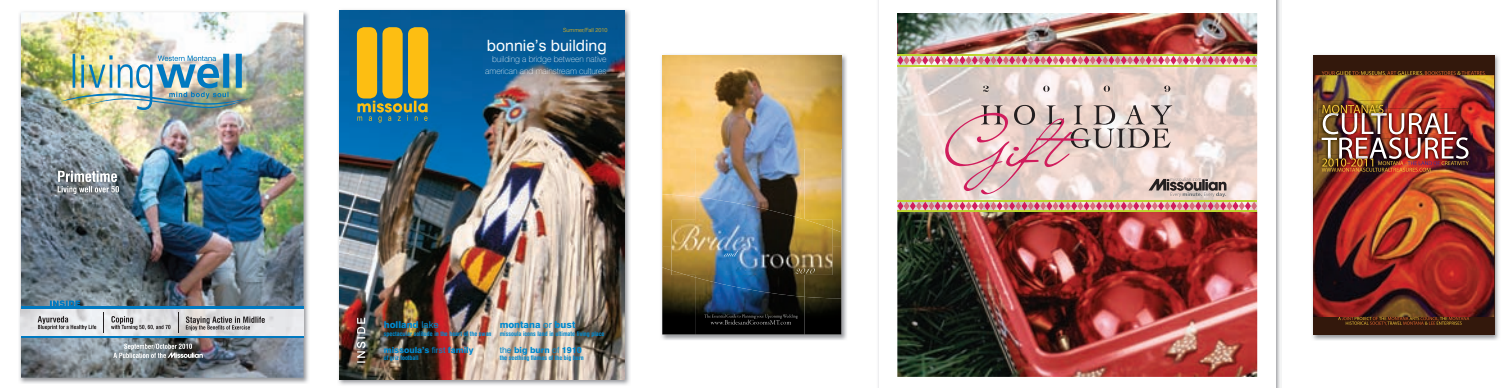
## Special Edition Sizes

	Tabloid Sizes			Stitch & Trim Sizes		
<b>Make-up</b>						
<b>Tabloid Size</b>	Full page	1/2 page H	1/2 page V	Full page	1/2 page H	1/2 page V
<b>Inches x Inches</b>	9.8889" x 9.5"	9.8889" x 4.5"	4.8889" x 9.5"	7" x 9"	7" x 4.4167"	3.4167" x 9"
<b>Make-up</b>						
<b>Tabloid Size</b>	1/4 page	1/8 page	1/16 page	1/4 page		
<b>Inches x Inches</b>	4.8889" x 4.5"	4.8889" x 2.5"	4.8889" x 1.5"	3.4167" x 4.4167"		

## Journal & Expanded Section Sizes

ROP	INCHES
1 col.	1.5556"
2 col.	3.2223"
3 col.	4.8889"
4 col.	6.5556"
5 col.	8.2223"
6 col.	9.8889"

Note: The width of the ads may be altered slightly during the printing process to fit the printed column width



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missoulian.com  
**Missoulian**  
 Every minute. Every day.

# 2010-2011 Special Editions Calendar

## October 2010

**Western Montana InBusiness Monthly (T)**  
*Publishes: Friday, October 1* (Deadline: Wednesday, September 8)  
A monthly publication geared towards the regional business community.

**Booming (J)**  
*Publishes: Thursday, October 7* (Deadline: Wednesday, September 29)  
A monthly lifestyle publication geared to readers over 50.

**Hunting Journal (J)**  
*Publishes: Thursday, October 7* (Deadline: Friday, October 1)  
A section that details the regulations, gear and conditions for the 2010 hunting season.

**MT CINE International Film Festival (T)**  
*Publishes: Friday, October 8* (Deadline: Monday, September 27)  
The official program of the CINE International Film Festival, coming to the Roxy Theatre in Missoula Oct 19-23.

**Health Resource Guide (S & T)**  
*Publishes: Sunday, October 31* (Monday, October 11)  
A directory of local health services available in Missoula County from birth to death.

## November 2010

**Western Montana InBusiness Monthly (T)**  
*Publishes: Monday, November 1* (Deadline: Monday, October 5)  
A monthly publication geared towards the regional business community.

**Missoula Magazine (P)**  
*Publishes: Monday, November 1* (Deadline: Monday, September 27)  
A quarterly glossy magazine that features the Missoula lifestyle. Specialty publication.

**Booming (J)**  
*Publishes: Thursday, November 4* (Deadline: Wednesday, October 27)  
A monthly lifestyle publication geared to readers over 50.

**Keep Our Kids Drug-Free (T)**  
*Publishes: Wednesday, November 10* (Deadline: Wednesday, October 27)  
The first of two publications produced in conjunction with The Partnership for a Drug-Free America. Distributed to area schools.

**Livingwell (S&T)**  
*Publishes: Thursday, November 11* (Deadline: Wednesday, October 20)  
A bi-monthly publication that empowers readers to live longer, happier, healthier lives.

**Brawl of the Wild (T)**  
*Publishes: Sunday, November 14* (Deadline: Monday, October 11)  
A statewide publication focusing on the century-old rivalry between the University of Montana and Montana State University football teams.

**Holiday Gift Guide (T)**  
*Publishes: Thursday, November 25* (Deadline: Monday, November 8)  
A guide to help readers get organized for the season and plan their holiday shopping.

## December 2010

**Western Montana InBusiness Monthly (T)**  
*Publishes: Friday, December 3* (Deadline: Tuesday, November 2)  
A monthly publication geared towards the regional business community.

**Booming (J)**  
*Publishes: Thursday, December 2* (Deadline: Wednesday, November 24)  
A monthly lifestyle publication geared to readers over 50.

**Faith (T)**  
*Publishes: Sunday, December 5* (Deadline: Monday, November 15)  
This section provides information on the local religious community.

**Beer and Wine Journal (spiral)**  
*Publishes: Friday, December 17* (Deadline: Friday, November 19)  
A tasting book for western Montana's microbreweries and vineyards.

**2010 Montana Economic Report (J)**  
*Publishes: Sunday, December 19* (Deadline: Monday, December 6)  
A statewide special report on the economy.

**Brides & Grooms (P)**  
*Publishes: Thursday, December 23* (Deadline: Monday, October 18)  
This glossy magazine helps readers plan an upcoming wedding. Specialty publication

## January 2011

**Western Montana InBusiness Monthly (T)**  
*Publishes: Monday, January 3* (Deadline: Wednesday, December 8)  
A monthly publication geared towards the regional business community.

**Health Fair Tab (T)**  
*Publishes: Wednesday, January 5* (Deadline: Wednesday, December 15)  
A companion piece to the annual Health Fair at Southgate Mall.

**Booming (J)**  
*Publishes: Thursday, January 6* (Deadline: Wednesday, December 29)  
A monthly lifestyle publication geared to readers over 50.

**Livingwell (S&T)**  
*Publishes: Thursday, January 13* (Deadline: Monday, December 13)  
A bi-monthly publication that empowers readers to live longer, happier, healthier lives.

**Missoula's Choice (T)**  
*Publishes: Sunday, January 30* (Deadline: Monday, January 17)  
The results of our annual readers' poll. Find out Missoula's favorite businesses, people and places.

## February 2011

**Western Montana InBusiness Monthly (T)**  
*Publishes: Tuesday, February 1* (Deadline: Monday, January 10)  
A monthly publication geared towards the regional business community.

**Missoula Magazine (P)**  
*Publishes: Tuesday, February 1* (Deadline: Monday, December 13)  
A quarterly glossy magazine that features the Missoula lifestyle. Specialty publication.

**Restaurant Guide**  
*Publishes: Thursday, February 3* (Deadline: Monday, January 10)  
An annual collection of mouthwatering western Montana menus.

**Booming (J)**  
*Publishes: Thursday, February 3* (Deadline: Wednesday, January 26)  
A monthly lifestyle publication geared to readers over 50.

## March 2011

**Western Montana InBusiness Monthly (T)**  
*Publishes: Tuesday, March 1* (Deadline: Monday, February 7)  
A monthly publication geared towards the regional business community.

**NIE (T) Newspapers In Education**  
*Publishes: Tuesday, March 1* (Deadline to participate: Tuesday, January 18)  
*Ad deadline: Monday, February 15*  
A partner project with local schools and businesses. Students learn the power of the newspaper by designing ads and writing editorials.

**Booming (J)**  
*Publishes: Thursday, March 3* (Deadline: Wednesday, February 23)  
A monthly lifestyle publication geared to readers over 50.

**Livingwell (S&T)**  
*Publishes: Thursday, March 10* (Deadline: Wednesday, February 16)  
A bi-monthly publication that empowers readers to live longer, happier, healthier lives.

**Montana's Cultural Treasures (S & T)**  
*Publishes: Monday, March 21* (Deadline: Monday, January 31)  
A glossy magazine guide to Montana's museums, art galleries, bookstores and performing arts. Specialty publication.

**Uncover Missoula (S & T)**  
*Publishes: Sunday, March 27* (Deadline: Monday, February 28)  
An annual comprehensive guide to the Missoula area.

## April 2011

**Western Montana InBusiness Monthly (T)**  
*Publishes: Friday, April 1* (Deadline: Monday, March 7)  
A monthly publication geared towards the regional business community.

**Booming (J)**  
*Publishes: Thursday, April 7* (Deadline: Wednesday, March 30)  
A monthly lifestyle publication geared to readers over 50.

**Montana Designs (T)**  
*Publishes: Sunday, April 10* (Deadline: Monday, March 28)  
The first of three Home publications provides readers the opportunity to take a look at the latest in Missoula area home design.

**Keep Our Kids Drug-Free (T)**  
*Publishes: Sunday, April 10* (Deadline: Monday, March 28)  
The second of two publications produced in conjunction with The Partnership for a Drug-Free America. Distributed to area schools.

**Fashion (J)**  
*Publishes: Sunday April 24* (Deadline: Monday, April 11)  
This trendy journal shows off the latest fashions in New York and Missoula.

**International Wildlife Film Festival Program (S & T)**  
*Publishes: Monday, April 25* (Deadline: Monday, March 21)  
This official program for the International Wildlife Film Festival includes a full festival events schedule as well as a year-round guide to events held at the Media Center.

## May 2011

**International Wildlife Film Festival Tab (T)**  
*Publishes: Sunday, May 1* (Deadline: Friday, April 9)  
A guide to the week-long International Wildlife Film Festival.

**Western Montana InBusiness Monthly (T)**  
*Publishes: Monday, May 2* (Deadline: Monday, April 11)  
A monthly publication geared towards the regional business community.

**Missoula Magazine (P)**  
*Publishes: Monday, May 2* (Deadline: Friday, March 11)  
A quarterly glossy magazine that features the Missoula lifestyle. Specialty publication.

**Missoula Public Art Guide (S & T)**  
*Publishes: Monday, May 2* (Deadline: Thursday, April 28)  
Inserted in Missoula Magazine, this glossy publication celebrates public art in Missoula. Specialty publication.

**Booming (J)**  
*Publishes: Thursday, May 5* (Deadline: Wednesday, April 27)  
A monthly lifestyle publication geared to readers over 50.

**Lawn & Garden Section (J)**  
*Publishes: Saturday, May 7* (Deadline: Tuesday, April 26)  
The first of two editions offering readers tips on planting, landscaping and lawn maintenance.

**Livingwell (S&T)**  
*Publishes: Thursday, May 12* (Deadline: Monday, April 25)  
A bi-monthly publication that empowers readers to live longer, happier, healthier lives.

## June 2011

**Western Montana InBusiness Monthly (T)**  
*Publishes: Wednesday, June 1* (Deadline: Monday, May 9)  
A monthly publication geared towards the regional business community.

**Booming (J)**  
*Publishes: Thursday, June 2* (Deadline: Wednesday, May 25)  
A monthly lifestyle publication geared to readers over 50.

**Graduation (J)**  
*Publishes: Saturday, June 4* (Deadline: Friday, May 20)  
A section highlighting achievements of the 2011 high school graduating classes in western Montana.

**Explore the Bitterroot (T)**  
*Publishes: Sunday, June 5* (Deadline: Thursday, May 19)  
This section spotlights summer fun in the Bitterroot Valley.

**Hot Spots**  
*Publishes: Wednesday, June 22* (Deadline: Wednesday, June 1)  
A take-along guide of maps and listings for Missoula's dining, recreation, entertainment and shopping hot spots. Specialty publication.

**Best Book (S&T)**  
*Publishes: Friday, June 24* (Deadline: Wednesday, June 1)  
A resource for visitors, this publication will highlight the best Missoula has to offer.

## July 2011

**Western Montana InBusiness Monthly (T)**  
*Publishes: Friday, July 1* (Deadline: Monday, June 13)  
A monthly publication geared towards the regional business community.

**Booming (J)**  
*Publishes: Thursday, July 7* (Deadline: Wednesday, June 29)  
A monthly lifestyle publication geared to readers over 50.

**HomeStyle (T)**  
*Publishes: Sunday, July 10* (Deadline: Wednesday, June 22)  
The second of three Home publications provides an informative and entertaining look at all aspects of home ownership.

**Livingwell (S&T)**  
*Publishes: Thursday, July 14* (Deadline: Monday, June 13)  
A bi-monthly publication that empowers readers to live longer, happier, healthier lives.

**Montana Lyric Opera (T)**  
*Publishes: Sunday, July 24* (Deadline: Tuesday, July 5)  
A guide to the Summer Opera Festival.

**Chamber of Commerce Directory (S & T)**  
*Publishes: Friday, July 29* (Deadline: Friday, June 10)  
A partner project with the Missoula Area Chamber of Commerce, this glossy magazine provides a useful directory of local businesses. Specialty publication.

**Missoula's Official Relocation Guide (S & T)**  
*Publishes: Friday, July 29* (Deadline: Friday, June 10)  
A partner project with the Missoula Area Chamber of Commerce, this glossy magazine is a comprehensive guide for anyone moving to the area. Specialty publication.

## August 2011

**Western Montana InBusiness Monthly (T)**  
*Publishes: Monday, August 1* (Deadline: Monday, July 11)  
A monthly publication geared towards the regional business community.

**Missoula Magazine (P)**  
*Publishes: Tuesday, August 2* (Deadline: Friday, June 10)  
A quarterly glossy magazine that features the Missoula lifestyle. Specialty publication.

**Montana Lyric Opera (S&T)**  
*Publishes: Monday, August 1* (Deadline: Tuesday, July 5)  
The official program for the Summer Opera Festival.

**Booming (J)**  
*Publishes: Thursday, August 4* (Deadline: Wednesday, July 27)  
A monthly lifestyle publication geared to readers over 50.

**Western Montana Fair (T)**  
*Publishes: Sunday, August 7* (Deadline: Monday, July 25)  
The official program for the Western Montana Fair – schedule, map, entertainment and more!

**MCPS Calendar (Spiral)**  
*Publishes: Monday, August 8* (Deadline: Friday, July 15)  
The official elementary, middle and high school calendar of the Missoula County School District

**River City Roots Festival (T)**  
*Publishes: Sunday, August 21* (Deadline: Monday, August 8)  
The official program for Missoula's River City Roots Festival.

**Bear Necessities (S & T)**  
*Publishes: Sunday, August 21* (Deadline: Monday, August 1)  
A 2011-2012 guide to the University of Montana: calendar of events, sports, schedules, coupons & more.

**Bear Facts (spiral)**  
*Publishes: Monday, August 22* (Deadline: Monday, July 11)  
The Official UM appointment book distributed at The Bookstore at the University of Montana.

**Grizzly Game Day (T)**  
*Publishes on Griz game Saturdays and all playoff games. Dates to be determined.*  
A game-day publication that takes readers into the heart of Grizzly football action.

## September 2011

**Booming (J)**  
*Publishes: Thursday, September 1* (Deadline: Wednesday, August 24)  
A monthly lifestyle publication geared to readers over 50.

**Western Montana InBusiness Monthly (T)**  
*Publishes: Friday, September 2* (Deadline: Monday, August 8)  
A monthly publication geared towards the regional business community.

**Lawn & Garden Section (J)**  
*Publishes: Saturday, September 3* (Deadline: Tuesday, August 30)  
The second of two editions offering readers tips on planting, landscaping and lawn maintenance.

**Montana Designs II (T)**  
*Publishes: Sunday, September 4* (Deadline: Wednesday, August 17)  
The last of three Home publications provides readers the opportunity to take a look at the latest in Missoula area home design.

**Livingwell (S&T)**  
*Publishes: Thursday, September 8* (Deadline: Thursday, August 18)  
A bi-monthly publication that empowers readers to live longer, happier, healthier lives.

**Fashion (J)**  
*Publishes: Sunday, September 11* (Deadline: Friday, August 26)  
This trendy journal shows off the latest fashions in New York and Missoula.

T=Tabloid S & T=Stitch & Trim J=Expanded Journal P=Perfect Bound  
Dates subject to change.

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