

# MECHANICAL REQUIREMENTS



## MECHANICAL REQUIREMENTS

- Photo composition, flexographic
- Reverse Type: 9pt. Minimum white on black type
- Halftone screen required; 85
- Reverse type on process colors: Minimum 14pt type.
- Proofs required
- 20% midtone gain on press
- 85 line screen
- Fonts must be embedded in PDFs (<http://www.adobe.com/support/techdocs/325165.html>)
- Emulsion side up, right read. Negatives Always.

## DIGITAL SUBMISSION REQUIREMENTS:

Digital files may be submitted:

- CD
- email: [ulads@unionleader.com](mailto:ulads@unionleader.com)
- FTP Site:
- AdSend

**FILE FORMATS ACCEPTED:** Images/Graphics may be submitted in eps, tif, jpg or pdf formats. Graphics and photos should be set at 300 dpi. Black and white should be converted to gray-scale. Colors must be CMYK. Ad, graphic files and fonts should accompany the ad as separate files. Compress the files using a compression program such as WinZip (PC) or Stuff-it (MAC) and submit.

**APPLICATIONS:** The Union Leader uses Adobe Indesign CS2, Acrobat, Photoshop CS 2, and Illustrator CS 2. Quark Xpress, Pagemaker and Multiad Creator files can also be accepted.

Ads rendered in Microsoft office must also provide artwork as separate files. (See file formats listed above.)

## SIZES

**ROP SIZES:** 6 columns wide: Full Page 11.625 inches wide, 21.25 inches deep (127.5").

Column width: 1.833 inches (1/8 inch between columns).

Ads exceeding 20 inches deep charged full depth of 21 1/4 inches.

Double Truck width: 24.125 inches (276.25").

**TABLOID SIZES:** 5 columns wide:

Full page: 9.667 inches wide, 11.50 inches deep (57.5").

Column width: 1.833 inches (1/8 inch between columns).

Double Truck width: 21.25 inches (126.5").

Auctions: Classified column width, 7 columns wide.

**CLASSIFIED SIZES:** 9 columns wide:

Full page: 11.625 inches wide, 21.25 inches deep (191.25").

Column width: 1.181 inches wide (1/8 inch between columns).

Double Truck width: 24.125 inches (403.75").

**TV SUPPLEMENT SIZES:** 5 columns wide:

Full page: 7.25 inches wide, 10 inches deep.

Column width: 1.375 inches.

## SPECIAL SERVICES

### PRODUCTION CHARGES

Artists are available to help with specific layouts and art.

Production/Art Work (per hour) ..... \$60.00  
Photographs..... \$35.00

### REPRODUCTION PROOFS

Up to 64" ..... \$15.00  
65" to 127 1/2" ..... \$22.00

## SUNDAY TV WEEK RATES

Open Rate: per column inch ..... \$15.00

### ANNUAL BULK SPACE CONTRACT

Inches	TV Rate	Inches	TV Rate
100	\$13.00	750	\$10.50
200	\$12.50	1,000	\$9.95
400	\$11.80	1,500	\$9.35

### WEEKLY FREQUENCY CONTRACT

6x	\$13.60	13x	\$13.00
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Weekly frequency contracts have 12 inch maximum size limit per week.

For failure to use all contract space, the advertiser will be billed retroactively to the rate actually earned. Conversely, an advertiser who equals or exceeds the space requirements of the next higher contract level will be allowed the lower rate for the remaining term of the contract. No rebates.

### SPECIFIED POSITION

Front Page Strip (w/full color)

5x11/2"	\$820
5x1"	\$700
Back Page premium: 50%	All other specified positions 35%
TV Week Popout, 2-Color	\$1,200
4 color	\$1,500

### COLOR RATES

One Color and Black	\$290
Two Colors and Black	\$370
Three Colors and Black	\$450

**CLASSIFIED RATES** - See Classified Rate Card.

### 6 COLUMN NEWS AND AD FORMAT - 21 1/4 INCHES DEEP

WIDTH	1 COL	2 COL	3 COL	4 COL	5 COL	6 COL
INCHES	1.833	3.792	5.75	7.708	9.667	11.625

### TABLOID FORMAT - 11 1/2 INCHES DEEP

WIDTH	1 COL	2 COL	3 COL	4 COL	5 COL
INCHES	1.833	3.792	5.75	7.708	9.667

### 9 COLUMN CLASSIFIED AD FORMAT - 21 1/4 INCHES DEEP

WIDTH	1 COL	2 COL	3 COL	4 COL	5 COL	6 COL	7 COL	8 COL	9 COL
INCHES	1.181	2.486	3.792	5.097	6.403	7.708	9.014	10.319	11.625

NEW HAMPSHIRE  
**UNION LEADER**

Open up New Hampshire.

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