

The LANG GUIDE TO SENDING ELECTRONIC FILES is a helpful handout to assist you in producing and delivering your ads for newspaper production. Though the information contained here is specific to the Macintosh environment of LANG you may find much of the information helpful for other newspapers as well.

1. WHAT SOFTWARE WE ACCEPT

In order to achieve the most fluid transport of your ad to LANG, we recommend that you create a PDF (portable document format) file of your ad. However, to best accommodate you, LANG can also accept the following file formats:

- QuarkXpress 6.0 and earlier versions
- Adobe Photoshop CS3 and earlier versions
- Adobe Illustrator CS3 and earlier versions
- Adobe InDesign CS3 and earlier versions
- Adobe Acrobat CS3 and earlier versions (PDF files)

NOTE: Please do not send your ads in a Microsoft Word, Excel, PowerPoint or Publisher document . The graphic formats do not translate well.

2. PDF

LANG highly recommends creating a PDF file first by generating a postscript file and then using Adobe Acrobat Distiller with "PDFX1a" or "Press" settings to create the PDF. We **DO NOT** currently support PDFs created with the "Save As" or "Export" features that are included in many of the newer software applications. It is very important that all fonts in the PDF file are embedded, the color is either Grayscale or CMYK and all transparencies are flattened.

3. TYPE OF MEDIA WE ACCEPT

LANG accepts most of the popular computer disk formats such as DVD and CD. When supplying native files be sure to include all document fonts, including those located in Photoshop and Illustrator files.

4. NAMING YOUR FILES

LANG receives a large number of ads on a daily basis. Therefore, it is very important that you name your file in a descriptive manner. Please use the following naming convention for your file:

RunDate_AdvertiserName.file extension

5. SENDING ADS VIA THE INTERNET

LANG recommends you send your ads directly to our FTP site. If you choose not to send us a PDF file, you should compress all your ad elements before you send your ad. To do this, place all elements into a folder, including fonts. All electronically transmitted files should then be compressed with an application such as Stuffit or WinZip. This will both decrease transmission time and reduce the possibility of data corruption. Send the compressed ad file to us via our FTP site.

FTP Connection

FTP (File Transfer Protocol) allows us to see that you are sending us a file as soon as you begin uploading.

To log onto our FTP site you can use a FTP client software application such as Fetch (for Macintosh) or WS_FTP Pro for Windows based computers. You can find these and other free applications on <http://www.downloads.com>.

Use the following information for logging in to our FTP site:

Host site: 173.227.60.178

User ID: lang (lower case)

Password: 1234

Directory: leave this blank

You can also use various web browsers such as Netscape or Internet Explorer (Windows OS only). To use a web browser type in the following: <ftp://lang:1234@173.227.60.178> (lang is the user id and 1234 is the password).

You will see a list of folders:

DailyBreeze	-Torrance Daily Breeze
Lb	-Long Beach Press Telegram
ONT	-Inland Valley Daily Bulletin
Red	-Redlands Daily Facts
Sb	-San Bernardino Sun
Wc	-San Gabriel Valley Newspapers
Wh	-LA Daily News

Double click the appropriate folder and upload your file. Make sure that the files have the proper file extensions or they won't transfer properly.

Adobe Illustrator	-	.ai
EPS	-	.eps
JPEG	-	.jpg
Tiff	-	.tif
PDF	-	.pdf
QuarkXpress	-	.qxd
Adobe InDesign	-	.indd

If you have any questions regarding file extensions please call.

6. A NOTE ABOUT FONTS

The Postscript fonts on a Windows based computer do not transfer well to the Macintosh environment used by LANG. Where allowable we will use the equivalent Macintosh based font.

All type done in Illustrator or Freehand should be changed to vector paths (outlines). Fonts should also be embedded in a PDF file. This will ensure that the font does not default to an undesirable font.

7. A NOTE ABOUT COLOR

Since LANG only uses process colors (cyan, magenta, yellow, and black), spot colors, RGB colors, and Lab colors cannot be matched as a mixed color. It is therefore important that your ad be setup in either process color (CMYK) or grayscale color modes only. Failure to do so will result in poor color reproduction.

8. A NOTE ABOUT USING WINDOWS

In general there are no major difficulties in transferring ad documents from a Windows platform to the Macintosh computer platform if the ad is done in one of the software programs listed under category #1 WHAT SOFTWARE WE ACCEPT. You should ask for a proof; however, since it is not uncommon for type to shift spacing parameters after the transfer of the document. Corel Draw users should export their documents as Adobe Illustrator EPS files before sending them to LANG.

9. SIZE CHART

LANG ROP Broadsheet Sizes

Maximum depth is 21 inches

Columns	Decimal Inches
1	1.65
2	3.41
3	5.18
4	6.95
5	8.72
6	10.5
Doubletruck	22
Full page size	6 columns x 21 inches

LANG CLASSIFIED Broadsheet Sizes

Maximum depth is 21 inches

Columns	Decimal Inches
1	0.98
2	2.04
3	3.10
4	4.15
5	5.21
6	6.27
7	7.33
8	8.38
9	9.44
10	10.5
Doubletruck	22
Full page size	10 columns x 21 inches

LANG ROP Tab Sizes

Maximum depth is 10.5 inches

Columns	Decimal Inches
1	1.65
2	3.41
3	5.18
4	6.95
5	8.72
Doubletruck	19.20
Full page size	5 columns x 10.5 inches

LANG CLASSIFIED Tab Sizes

Maximum depth is 10.5 inches

Columns	Decimal Inches
1	0.98
2	2.04
3	3.10
4	4.15
5	5.21
6	6.27
7	7.33
8	8.38
Doubletruck	19.20
Full page size	8 columns x 10.5 inches

10. HOW TO REACH PRODUCTION SUPPORT

Your production questions are always welcome. Though we may not have all the answers relating to specific software technical support, we have a strong background in those technical areas concerning how to get your advertisement to reproduce properly.

INLAND VALLEY DAILY BULLETIN

Phone: (909) 483-9379

LA DAILY NEWS

Phone: (818) 713-3514

LONG BEACH PRESS TELEGRAM

Phone: (818) 713-3514

SAN BERNARDINO SUN

Phone: (909) 386-3839

SAN GABRIEL VALLEY NEWSPAPERS

Phone: (626) 962-8811 x2115 or x2400

REDLANDS DAILY FACTS

Phone: (909) 386-3918

TORRANCE DAILY BREEZE

Phone: (310) 540-5511 x279 or x450