The Boston Globe

Printing Guidelines

2017 Technical Specs
and Best Practices for Publication

Ad sizes and deadlines • Quick file-prep checklist • Electronic ad delivery requirements • Newsprint color swatches
Dot gain means that the dot enlarges when the ink adheres to absorbent paper like newsprint, especially on high speed presses like the Globe’s. So what you see for a proof on your desktop laser printer is not a fair preview. Count on roughly 15% dot gain when adjusting images and designing type.

**TYPE SPECS**

San serif typefaces are the safest choice for newsprint reproduction because they have more uniform character thickness. Roman typefaces with delicate serifs could be distorted if thin strokes drop out or thick strokes fill in.

- Minimum text size recommended: 7pt for 100% black text.
- Minimum size recommended for reversed type: 10pt on 100% black and make it bold

1. Times Reg 8pt
2. Times Bold 10pt

- When overprinting black type on a screened background make it 30% black or less

10pt on 25% black
10pt on 40% black

**DOT GAIN SPECS**

In highlight and shadow area, a 5-8% gain occurs; in midtones, a gain of 18-22% occurs. A highlighted dot less than 6% will appear white (blowout) and a shadow dot greater than 93% will print solid black on press.

**GRAYSCALE CURVES IN PHOTOSHOP**

1. In Curves palette, set highlight to 0% and set shadow to 95%
2. Apply contrast curve (if necessary)
3. Apply basic curve for dot gain in midtones.

**Contrast Curve**

1. Add an adjustment point to the curve (click), set the input value to 10% and set the output value to 5%
2. Add another adjustment point to the curve, set the input value to 90% and set the output value to 95%

**Basic Curve**

Add an adjustment point to the curve (click), set the input value to 50% and set the output value to 35%
All printing at the Globe is CMYK. No Pantone or spot colors are recognized. Any files submitted that use other profiles will be converted to CMYK which may shift the colors.

Maximum Ink Density of 230% to 240% recommended with only one solid color. Any secondary color should not exceed 80% each.

HIGHLIGHT: 5% Cyan, 3% Magenta, 3% Yellow, 0% Black
SHADOW: 60% Cyan, 50% Magenta, 50% Yellow, 80% Black

72 pixels per inch (ppi) at 200% size is wrong! It may look fine on the internet but pixels will appear jagged in print.

254 ppi at 100% size is correct! Don’t use an image at 200% size and expect good results.

All images (even stock) must be corrected for print as CMYK and proper resolution maintained.

BITMAP/LINE ART: 1016 pixels per inch at 100% of final output size.
COLOR/GRAYSCALE: 254 pixels per inch at 100% of final output size.

Uncorrected Stock Image
This image is too magenta and flat and will print darker on press.

Properly Adjusted Stock Image
This image has better color balance and contrast and the shadows will print darker on press.

Adjusting Color Images in Adobe Photoshop

1. On the Curves palette, set the Highlight to 5c 3m 3y 0k and Shadow to 60c 50m 50y 80k. (The highlight is an area in the subject matter of the image that should print white – the shadow is the darkest point in the image). Use the Info palette to check ink density in the shadow is less than 240%.

2. Apply the Basic Curve to adjust for dot gain in the midtones.

3. Go to Filters palette and apply Unsharp Mask

4. Finally convert RGB image to CMYK with CMYK setup in “color settings” below.
Color Type & Knock-Outs

All inks/colors are translucent in newsprint. This must be considered when color elements are designed to overlap. Size and weight of type must be taken into account when deciding to overprint or knockout. Knockouts should be set per element, not to the entire document.

Color Type and Knocking Out

Black text should only be created with 100% black. Never use a 4-color or rich black text.

The default set-up for the black swatch in InDesign is denoted [black] which is set to overprint in the Preferences/Appearance of Black menu. We advise overprinting bold black text on solid colors to avoid registration shift.

14 pt is the minimum size recommended for color type with no more than 2 process colors (2 plates) in the mix. 10 pt bold is the minimum recommended weight for knockout of color text.

NOTE: Guidelines also apply to text in rasterized images or converted to vectors.

Knockout Black

Overprint Black

Do not put white type in a box set to overprint or set white type (less than 14pt) on top of 4-color images

8 pt. knockout Benton Sans Bold type on a 4-color photo is not recommended.

10 pt. knockout New Century Schoolbook Bold type on a 4-color photo is not recommended.

12 pt. knockout Benton Sans Bold type on a 4-color photo is not recommended.

14 pt. knockout New Century Schoolbook Bold type on a 4-color photo is OK.

16 pt. knockout Benton Sans Bold type on a 4-color photo is better.

Things to set knockouts for:

- Black dropshadows (if you don’t use the Object/Effects/Dropshadow menu in InDesign)
- White type in [black] boxes that are set to overprint
- Color blocks placed over an image (B&W or grayscale)
- An image placed over a color block

Knockouts Tips for InDesign: To knock out a color or object you must group them together and use the Object/Transparency/Object Blending menu to check off the Isolate Group and Knock Out Group boxes. If you want to knock out black (without effecting your whole document) then create a new swatch with the name Knockout Black and apply the proper Object Blending settings to it’s group.
### Ad Sizes
Newspaper ad sizes are differentiated by what section of the paper that they appear in. Display ads run throughout the paper on a 6-column grid. Classified ads only run in the Automotive, Help Wanted, Real Estate and Classified Marketplace sections which use a 10-column grid.

#### DISPLAY COLUMN WIDTHS
- 1: 1.83 inches
- 2: 3.79 inches
- 3: 5.75 inches
- 4: 7.08 inches
- 5: 9.67 inches
- 6: 11.62 inches
- Doubletruck: 24.12 inches

#### COMMON DISPLAY DEPTHS
- Full page: 21 inches
- 3/4 page: 15.75 inches
- 1/2 page: 10.5 inches

### Classified Column Widths

#### Classified Column Widths
- 1: 1.05 inches
- 2: 2.23 inches
- 3: 3.4 inches
- 4: 4.58 inches
- 5: 5.75 inches
- 6: 6.93 inches
- 7: 8.08 inches
- 8: 9.33 inches
- 9: 10.5 inches
- 10: 11.625 inches

#### Common Classified Depths
- Full page: 21 inches
- 3/4 page: 15.75 inches
- 1/2 page: 10.5 inches
- 1/4 page: 5.25 inches

Ad sizes for the Boston Globe Magazine are different – see the next page. Please contact Ad Production at 617-929-8470 for sizes for spadeas, wraps, gatefolds or other specialty sizes for premium positions.

### Deadlines

#### PUB. DATE/SECTION
<table>
<thead>
<tr>
<th></th>
<th>RESERVATION</th>
<th>MATERIAL DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUNDAY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main sections</td>
<td>12 noon, Wed.</td>
<td>5pm, Fri.</td>
</tr>
<tr>
<td>Arts, Movies, Travel, Books, Ideas</td>
<td>4:30pm, Tues.</td>
<td>5pm, Wed.</td>
</tr>
<tr>
<td>Globe North, Globe South, Globe West</td>
<td>12 noon, Wed.</td>
<td>5pm, Wed.</td>
</tr>
<tr>
<td>Help Wanted</td>
<td>5pm Thurs</td>
<td>4:30pm, Fri.</td>
</tr>
<tr>
<td>Address, Automotive</td>
<td>4:30pm, Thurs.</td>
<td>4:30pm, Fri.</td>
</tr>
<tr>
<td>All other Classified</td>
<td>4pm, Fri.</td>
<td>4:30pm, Fri.</td>
</tr>
<tr>
<td><strong>MONDAY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main Sections</td>
<td>4pm, Fri.</td>
<td>5pm, Fri.</td>
</tr>
<tr>
<td>Living Arts</td>
<td>5pm, Thurs.</td>
<td>5pm, Fri.</td>
</tr>
<tr>
<td>Legal Notices</td>
<td>4pm, Fri.</td>
<td>4:30pm, Fri.</td>
</tr>
<tr>
<td><strong>TUESDAY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main Sections</td>
<td>4pm, Fri.</td>
<td>5pm, Mon.</td>
</tr>
<tr>
<td>Living Arts</td>
<td>5pm, Fri.</td>
<td>5pm, Mon.</td>
</tr>
<tr>
<td>Legal Notices</td>
<td>4pm, Fri.</td>
<td>4:30pm, Fri.</td>
</tr>
<tr>
<td><strong>WEDNESDAY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main Sections</td>
<td>4pm, Mon.</td>
<td>5pm, Tues.</td>
</tr>
<tr>
<td>Living Arts</td>
<td>5pm, Mon.</td>
<td>5pm, Tues.</td>
</tr>
<tr>
<td>Legal Notices</td>
<td>4pm, Mon.</td>
<td>4:30pm, Mon.</td>
</tr>
<tr>
<td><strong>THURSDAY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main Sections</td>
<td>4pm, Tues.</td>
<td>5pm, Wed.</td>
</tr>
<tr>
<td>Living Arts</td>
<td>5pm, Mon.</td>
<td>5pm, Wed.</td>
</tr>
<tr>
<td>Legal Notices</td>
<td>4pm, Wed.</td>
<td>4:30pm, Wed.</td>
</tr>
<tr>
<td><strong>FRIDAY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main Sections</td>
<td>4pm, Wed.</td>
<td>5pm, Thurs.</td>
</tr>
<tr>
<td>Living Arts</td>
<td>5pm, Wed.</td>
<td>5pm, Wed.</td>
</tr>
<tr>
<td>Classified, Legal Notices</td>
<td>4pm, Wed.</td>
<td>4:30pm, Wed.</td>
</tr>
<tr>
<td><strong>SATURDAY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Main sections</td>
<td>4pm, Thurs.</td>
<td>5pm, Fri.</td>
</tr>
<tr>
<td>Living Arts</td>
<td>5pm, Wed.</td>
<td>5pm, Thurs.</td>
</tr>
<tr>
<td>Classified, Legal Notices</td>
<td>4pm, Fri.</td>
<td>4:30pm, Fri.</td>
</tr>
</tbody>
</table>

**DEADLINE EXCEPTIONS:**
- Double Truck and Specialty Ads (Spadeas, Gatefolds, etc.): Material due 24 hours earlier than stated deadlines.
- To get a newsprint proof: Copy is due at Globe 48hrs prior to Material Due deadlines.
Globe Magazine Specs

Ad sizes and printing specs differ for the Boston Globe newspaper and the Boston Globe Magazine due to paper stock and printing processes. Colors and images prepared for newspaper reproduction will print very differently in the magazine. Images intended for use in both the magazine and newspaper must be color corrected independently.

File preparation and electronic delivery paths are the same as Boston Globe newspaper requirements.

**Magazine Printing process:** Heatset Offset

**Input scanning resolution:** 300 Pixels Per Inch

**B&W Images - Shadow 95% Highlight 5%**

**Type quality:** Thin lines and lettering with fine serifs should be avoided. Color type should be restricted to two process colors.

**Bleeds:** Images may bleed up to the fold. In the case of spreads, images may extend beyond the fold.

**MAGAZINE AD SIZES** (width by depth in inches)

- Full page: 8.5 x 9.75
- 1/2 pg horizontal: 8.5 x 4.8125
- 1/2 pg vertical: 4.1692 x 9.75
- 1/3 square: 5.033 x 4.8125
- 3/5 vert: 5.033 x 9.75
- 2/5 vert: 3.3 x 9.75
- 1/5 vert: 1.566 x 9.75
- 1/5 horz: 3.3 x 4.8125
- 1/10 horz: 3.3 x 2.34375
- 1/10 vert: 1.566 x 4.8125
- 1/20 vert: 1.566 x 2.34375
- 1/40 vert: 1.566 x 1.109375

**BLEED AD SIZES** (width by depth in inches)

- Full page with bleed: Live type 8.5 x 9.75
- 1/2 pg horz. with bleed: Live type 8.5 x 4.8125
- 1/2 pg vert. with bleed: Live type 4.1692 x 9.75
- Facing Pages (spread): Live type 17.5 x 9.75
- Bleed 9.25 x 10.75
- Bleed 9.25 x 5.18
- Bleed 4.54 x 10.75
- Bleed 18.25 x 10.75

**GATEFOLDS, ADVERTORIALS AND SPECIAL SIZES**

Please contact the Ad Production Help Line at 617-929-8470

**DEADLINES:**

- Reservations: 5th Friday prior to publication
- Materials due: 2nd Wednesday prior to publication

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**Digital Specs**

Download Boston Globe Media’s Digital Advertising Set Up Guide at www.boston.com/advertisers/adguide. It’s a resource for advertisers who provide their own creative with specs for all our site’s policies, procedures, turn-around times, display rules, clickTAG code, and rich media instructions.

From high-impact rich media campaigns to highly-effective targeted executions, our digital media solutions can complement your print campaigns.

Questions? Contact your Ad Operations Campaign Manager, or email campaignmanagers@globe.com
Files and Delivery

Files Accepted
Adobe Acrobat PDF files only.
Optimal setting is PDF/X1A 2001.

- Documents should be 100% printed size. (No scaling will be done) and should have borders or crop marks.
- Do not create encrypted PDF files or add any security to your files.
- If you're aware that your PDF file does not meet Boston Globe specs but would like the ad to run as-is you can include a sign-off statement in the special instructions field.

Ways to send files
- AdSEND at adsend.com
- AdTransit at adtransit.com
- E-mail directly to Boston Globe sales representative or call our Help Line at 617-929-8470 to make arrangements.
- E-mail to advproduction@globe.com

Proofs & special requests
- Color correction is done only at the client’s request and must be contracted for in advance
- There is a 48 hour prior-to-deadline lead time for a first proof on newsprint.
- Test files are welcome but must be clearly marked and received 48 hours before deadline.

File-Prep Checklist

☐ 1. Check ad size is 100% printed size and has a border or crop marks.
☐ 2. All black text is 100% black (no 4-color black or rich black).
☐ 3. Colors are set to CMYK. No RGB, spot or Pantone colors.
☐ 4. All images (color, B&W and even stock photos) and screens have been adjusted for dot gain of roughly 15%.
☐ 5. All color images are CMYK and maximum ink density is correct (240% or less for newsprint and 320% or less for Globe Magazine).
☐ 6. Any 3 or 4-color text should be 14pt. type or larger. Any color text smaller than that should be a 2-color mix or less.
☐ 7. Knockout text is not recommended on 4-color backgrounds (photo or color box).
☐ 8. Boston Globe Magazine specs and ad sizes are different than those for the newspaper.
☐ 9. All PDF files should be created using PDFX1a-2001 distiller settings and should not have added security or encryption.
☐ 10. If you have any questions don’t hesitate to call our Ad Production team at 617-929-8470.

E-Sheet Service

Ad verification at your fingertips
E-sheets online tearsheets make electronic proof of publication, ad tracking and documentation faster and easier. Whether you’re looking for an ad that ran today or two years ago E-sheets lets you retrieve it in the context of the entire page. You can even receive an E-sheet link for each page that features one of your ads by 8am on the day of publication!

Log in today with your account number
- Access your account at http://ts.merlinone.com
- Enter your account number in user id field: Your account # can be located at the top of your billing statement in the box labeled “Billed A/C #” You must add two zeros in front of account # followed by the letters bgl. Example: 002108763bgl
- Enter temporary password: welcome (all lower case)

If you have additional questions or issues, contact our help desk at 617-929-8470 or advproduction@globe.com.