

## I. Artwork Guidelines (Print)

### A. Resolution

Black and White	>400 dpi
Grayscale	>400 dpi
Color	>300 dpi

### B. Line Screen

Screen Ruling	150 lines/inch for <b>East Week</b> covers 100 lines/inch for all others
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### C. Tone

Due to tone compression, please be advised that newsprint reproduction has significantly less contrast than the original or magazine publications.

***Halftone should be evaluated on an individual basis with an expected dot gain of approximately 35%, measured in the 85% line screen, 50% dot area.***

### D. Spot Color

General spot color as defined by the industry -- premixed or specialty inks such as PMS colors, neon and metallic – are not acceptable. Sing Tao accepts only spot colors that are localized and comprised of the four-color process inks: Cyan, Magenta, Yellow, Black.

### E. Font Type

Avoid fine typefaces. Bold type is recommended for reverse type, with a **minimum 10 pt type size on background tint values of 70% or more.**

## II. Digital File Guidelines

### A. Platform Supported

Files in either PC or Macintosh platform are accepted.

### B. Acceptable Format **CMYK color type and fonts converted to outline**

1. **Adobe Photoshop** in EPS, TIF, JPG, PDF (300 dpi)
2. **Adobe Illustrator** in EPS, PDF
3. **QuarkXpress / InDesign** in EPS, JPG, PDF (300 dpi)
4. **Adobe Acrobat PDF** in "Press Optimized" format with maximum resolution

### C. File Transfer

#### 1. By Movable Medium

Acceptable medium include CD-ROM and DVD. *Please mark on disk advertiser name, contact person, phone number and address for return of materials.*

#### 2. By Email

File in **less than 10MB** can be sent as email attachment to [advertising@nysingtao.com](mailto:advertising@nysingtao.com). Please mark "**Artwork: [advertiser name]**" as the **email subject**; and include contact person and phone number in the email content in case we have questions.

#### 3. By FTP

If file size is **more than 10MB**, FTP transmission is preferred. Advertisers may choose upload files to either:

- a) Sing Tao's FTP server (Please call for IP, user ID and password); or
- b) Client's FTP server (Please email us to provide FTP server IP, user ID and password).