

Targeted to Suburban Washington's Leading Communities

Prepress Specifications

Client-supplied ads or ad information

We accept digital ads using Adobe Acrobat .PDF (with all fonts embedded & PDF Version 1.3/Acrobat 4.x); or .TIF, .JPG, or .EPS files. (We cannot accept ads in Publisher, Word, Excel, Works or other word processing or spreadsheet program formats.) Please e-mail images and files as separate attachments to: ads@connectionnewspapers.com.

Please label the Subject Line:

Name of Company; Date running; Publication(s); Representative's Name

When submitting text for your ad, you may either attach a text file to an e-mail or copy/paste your text as an e-mail message. All rates are based on prepress sizes. The published size is 93% of prepress size. We recommend 200 pixels per inch resolution for photo files that are approximately the image size that will be used in the publication. For files such as .JPG which include line art and type in addition to photos, the resolution should be 350-400 pixels per inch at approximately the image size that will be used in the newspaper.

When creating ads, use CMYK color format. Also, specify just black ink for black or grayscale text and art (unless they are over a color background, in which case the background color would be included).

Advertising Deadlines

Space reservations: Wednesday by close of business, in week before publication. Closing dates for submission of ad content: Ads requiring proofs: Thursday, 3 p.m.; Ads not requiring proofs: Friday, 12 noon, in week before publication.

Reaching Suburban Washington's Leading Households

- Alexandria Gazette Packet
- Arlington Connection
- Burke Connection
- Centre View
- Chantilly Connection
- Fairfax Connection
- Fairfax Station/Clifton/Lorton Connection
- Great Falls Connection
- McLean Connection
- Mount Vernon Gazette
- Oak Hill/Herndon Connection
- Potomac Almanac
- Reston Connection
- Springfield Connection
- Vienna/Oakton Connection

Important Instructions for Designers and Agencies

These specifications are designed to improve the quality of newspaper reproduction by providing guidelines for advertisers, designers/agencies, prepress & printers. These specifications are adapted from the Newspaper Association of America (www.naa.org).

For clarity and readability, 10 point or larger type is recommended in newspaper advertising. Four-color text is never recommended. If color text is used, font size should be greater than 24 points and not have fine serifs/lines. Reverse type should not be placed in process color. If using reverse type with more than one color, font size should be greater than 24 points and should not have fine serifs/lines.

Process-color type not only may lose definition, but registration variances will likely make the type blurry. Sans Serif typefaces are recommended. They reproduce clearly and are easy to read. Typefaces with thin or delicate serifs/strokes and non-uniform characters or line thickness are not recommended.

For a serif font, Times Roman is recommended, at a minimum size of 12 points. Due to the ink/newsprint relationship, small type & fine serifs may lose their definition when reproduced on press.

Our printers will not accept responsibility for clarity and readability for ads submitted with type sized 8 points or less.