Want to reach thousands of consumers in the Culpeper market? Look to the source for local news and sports, The Culpeper Star-Exponent. We offer both print and web campaigns to meet your needs.

Business owners often think that newspaper advertising is too costly. We’re here to dispel that myth and assure you that The Culpeper Star-Exponent has programs for every budget level. We refer to our Sales Representatives as Solutions Experts, because they work with all sorts of different businesses to create ways for those businesses to achieve their marketing goals.

**TOP 10 REASONS TO ADVERTISE IN THE STAR-EXPONENT**

1. **STAR-EXPONENT AD CAMPAIGNS GET RESULTS.** When your ad runs, the phone rings, people come in, your web site gets visits and your sales potential grows.

2. **STAR-EXPONENT ADVERTISING LETS YOU REACH NEW CUSTOMERS.** Whether you’ve been in business for 50 years or 50 days, you need to reach new people to keep your business growing.

3. **STAR-EXPONENT ADVERTISING CAN TARGET SPECIFIC AREAS, READERS AND AREAS OF INTEREST.** We offer many programs and publications in addition to our regular paper that are designed to help you target specific customers.

4. **STAR-EXPONENT ADVERTISING REACHES MORE PEOPLE EVERY DAY THAN ANY OTHER MEDIUM,** which means that when our readers are in the market for your product, service or event, your name is the one they’ll remember if they’ve seen you advertise in the paper on a regular basis.

5. **STAR-EXPONENT ADVERTISING IS TANGIBLE,** which means that your ad has a long shelf life and your customers will retain your ad message indefinitely.

6. **STAR-EXPONENT ADVERTISING CAN RUN QUICKLY!** We have short deadlines, which means that you can get your message out quickly and can change that message often, if you need to.

7. **STAR-EXPONENT ADVERTISING DOESN’T CHARGE YOU MORE TO CREATE AND PRODUCE YOUR AD,** it’s already included in the price you’re quoted – that saves you money.

8. **STAR-EXPONENT ADVERTISING IS CONSIDERED “CONTENT” IN THE PAPER.** This means that your customers look to the paper to find the best deals when they’re in the market to buy. And full color is included with all our ads.

9. **STAR-EXPONENT READERS HAVE MONEY TO SPEND.** We reach people with the highest household incomes, levels of education and home ownership. This means that our readers are the customers that you want.

10. **STAR-EXPONENT READERS (YOUR CUSTOMERS) LOOK FOR THEIR PAPER.** Whether in their driveway or online, The Culpeper Star-Exponent is a sought-after product.
The Culpeper Star-Exponent is your #1 advertising source in the local market.
Circulation:
Culpeper Star-Exponent
Tues.Fri.: 3,400
Sunday: 4,000
Culpeper News
Weekly: 15,000

Demographics:
Population: 46,689
Growth Rate: 36.3%
Readers: Daily: 9,600
Sunday: 10,800

Median Age in Culpeper County: 32
Median Household Income: $52,756
Male: 48.5%
Female: 51.5%
Homeowners: 72.9%
Education: 83.2% of residents 25 years old have a high school diploma or higher education

Overall, 70% of the market reads The Culpeper Star-Exponent.
3 in 4 people rely on The Culpeper Star-Exponent for advertising information.

Source: ABC Audit 2012
marketing services

How Can The Star-Exponent Help You?

We’ll find the right marketing solution for you.
Whether it’s ad design, copywriting campaign strategy, online ads, contest or promotions we have many ways in addition to the newspaper itself to help you reach your customers. We have the ability to help you target your best customers.

We’ll do the work for you.
With your input, our Solutions Experts and award-winning design staff will come up with creative and affordable ways for you to identify and meet your key marketing challenges.

You’ll get results.
The bottom line for any business nowadays is return on investment. We work with self-employed entrepreneurs as well as large corporations to ensure that their marketing is smart marketing, and that it gets them the results they need.

CULPEPER STAR-EXONENT
540.825.0771
## RUN-OF-SITE RATES

<table>
<thead>
<tr>
<th>ANNUAL PRINT AND DIGITAL CONTRACT LEVEL</th>
<th>LESS THAN 50K MONTHLY IMPRESSIONS</th>
<th>50-100K MONTHLY IMPRESSIONS</th>
<th>101-200K MONTHLY IMPRESSIONS</th>
<th>201-300K MONTHLY IMPRESSIONS</th>
<th>301K + MONTHLY IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPEN</td>
<td>$12.00</td>
<td>$11.75</td>
<td>$11.50</td>
<td>$11.25</td>
<td>$11.00</td>
</tr>
<tr>
<td>$1,000–$8,999</td>
<td>$11.25</td>
<td>$11.00</td>
<td>$10.75</td>
<td>$10.50</td>
<td>$10.25</td>
</tr>
<tr>
<td>$9,000–$19,999</td>
<td>$10.00</td>
<td>$9.75</td>
<td>$9.50</td>
<td>$9.25</td>
<td>$9.00</td>
</tr>
<tr>
<td>$20,000–$74,999</td>
<td>$9.50</td>
<td>$9.25</td>
<td>$9.00</td>
<td>$8.75</td>
<td>$8.50</td>
</tr>
</tbody>
</table>

### HOMEPAGE, WALLPAPER & PENCIL PUSHDOWN
$500 PER DAY

### SPORTS OR OPINION PAGE PENCIL PUSHDOWN
NEWS PENCIL PUSHDOWN

### SPONSORSHIPS:
- MORNING HEADLINE NEWSLETTER
  $100 PER WEEK
- BREAKING NEWS
  $300 PER WEEK

### E-MAIL MARKETING:
- E-MAIL BLAST
  $85.00 PER SEND WITH PRINT
  $110 PER SEND WITHOUT PRINT

### VIDEO PRE-ROLL
$35/CPM

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PLEASE NOTE: ALL DIGITAL ADS ARE SUBJECT FOR REVIEW AND APPROVAL BASED ON SIZE OF MEDIA. PLEASE REFER TO OUR DIGITAL SPEC SHEET FOR OUR DIGITAL AD STANDARDS BY UNIT. SOME EXCLUSIONS APPLY.
CULPEPER STAR-EXPONENT
and CULPEPER NEWS

**PREPRINT DEADLINE**

10 business days prior to publication for space and materials.
- Sunday Circulation will apply to New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving Day and Christmas Day.
- Pre-printed quantities will vary due to seasonality and spoilage. Please contact your sales representative for press order quantities. (usually 2.5 - 3% overage)

**DELIVERY ADDRESSES**

<table>
<thead>
<tr>
<th>Print Innovators</th>
</tr>
</thead>
<tbody>
<tr>
<td>1381 Belman Road</td>
</tr>
<tr>
<td>Fredericksburg, VA 22401</td>
</tr>
<tr>
<td>540-645-5555</td>
</tr>
<tr>
<td>540-825-0771</td>
</tr>
</tbody>
</table>

**Insert Sizes:**
- Maximum: 11” x 11” (before quarterfolding)
- Minimum paper stock: 60 lbs. coated or uncoated

**Full Run**

<table>
<thead>
<tr>
<th></th>
<th>Daily</th>
<th>Sunday</th>
<th>Classified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single/4 pg tab</td>
<td>$62.00</td>
<td>$66.00</td>
<td>$62.00</td>
</tr>
<tr>
<td>4 pg std./8 pg tab</td>
<td>$72.00</td>
<td>$74.00</td>
<td>$66.00</td>
</tr>
<tr>
<td>6 pg std./12 pg tab</td>
<td>$76.00</td>
<td>$78.00</td>
<td>$70.00</td>
</tr>
<tr>
<td>8 pg std./16 pg tab</td>
<td>$80.00</td>
<td>$82.00</td>
<td>$74.00</td>
</tr>
<tr>
<td>10 pg std./20 pg tab</td>
<td>$84.00</td>
<td>$86.00</td>
<td>$78.00</td>
</tr>
<tr>
<td>12 pg std./24 pg tab</td>
<td>$90.00</td>
<td>$92.00</td>
<td>$82.00</td>
</tr>
<tr>
<td>14 pg std./28 pg tab</td>
<td>$96.00</td>
<td>$98.00</td>
<td>$86.00</td>
</tr>
<tr>
<td>16 pg std./32 pg tab</td>
<td>$98.00</td>
<td>$100.00</td>
<td>$94.00</td>
</tr>
<tr>
<td>18 pg std./36 pg tab</td>
<td>$104.00</td>
<td>$106.00</td>
<td>$100.00</td>
</tr>
<tr>
<td>20 pg std./40 pg tab</td>
<td>$108.00</td>
<td>$110.00</td>
<td>$104.00</td>
</tr>
<tr>
<td>22 pg std./44 pg tab</td>
<td>$112.00</td>
<td>$114.00</td>
<td>$108.00</td>
</tr>
<tr>
<td>24 pg std./48 pg tab</td>
<td>$116.00</td>
<td>$118.00</td>
<td>$112.00</td>
</tr>
<tr>
<td>26 pg std./52 pg tab</td>
<td>$120.00</td>
<td>$122.00</td>
<td>$116.00</td>
</tr>
<tr>
<td>28 pg std./56 pg tab</td>
<td>$124.00</td>
<td>$126.00</td>
<td>$120.00</td>
</tr>
<tr>
<td>30 pg std./60 pg tab</td>
<td>$128.00</td>
<td>$130.00</td>
<td>$124.00</td>
</tr>
<tr>
<td>32 pg std./64 pg tab</td>
<td>$132.00</td>
<td>$134.00</td>
<td>$128.00</td>
</tr>
</tbody>
</table>

*Over 32 pg std./64 pg tab please contact your sales representative.
*A $5 CPM premium day charge will be added for inserts on Thanksgiving Day.

- Minimum charge for partial insertion: $430.
- Pre-prints larger than 32 pages available on quote basis.
- $4 per thousand surcharge on all partial insertions.
- Damaged or badly bundled pre-prints will be charged $25 per man hour.
- Minimum size 5 1/4” x 6 1/4”. Over 11” x 11” must be quarter folded.
- Preprints contracts available
- Standard page is counted as 2 tab pages; two quarter fold pages are counted as one tab page.

**WRAPS**

This product consists of two pages printed on heavy craft paper. The cost includes production, printing, insertion and delivery. Equivalent to 2 full pages. Full color included.

Star–Exponent full run on Thursday: $599

**DEADLINE:** two weeks prior to publication date, depending on production work required and publication for insert.

**Circulation**

The Culpeper Star Exponent (Culpeper)
Paid circulation daily 3,400
Sunday 4,000 total paid circulation
(Source: Annual ABC Audit)
Now you can post your advertising message on the front page of the Star-Exponent!

Your message will **stick** in people’s minds like never before.

Place your ad alongside tomorrow’s headlines on Page One...using our Post-It Note advertising program to make your message stick out.

Your ad will be seen as soon as they receive the paper!

They take it with them as a reminder!

Coupons without the clipping—convenience is key!

Perfect for grand openings, special events and product premieres!

### What Makes A Good Note?

- **Identity or brand**
- **Offer or event**

### Placement: Front Page

<table>
<thead>
<tr>
<th>Availability: Sunday–Saturday:</th>
<th>Culpeper Star-Exponent</th>
<th>Wednesday: Culpeper News</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CULPEPER STAR-EXONENT</strong></td>
<td>4000 COPIES</td>
<td>$399</td>
</tr>
<tr>
<td><strong>CULPEPER NEWS</strong> (WEDNESDAY)</td>
<td>15000 COPIES</td>
<td>$599</td>
</tr>
</tbody>
</table>

**Deadlines**

- Space Reservation: 28 Days Prior
- Camera-Ready Materials: 24 Days Prior

**Quantity Full Run:**
- 4,000 CSE CULPEPER STAR-EXONENT
- 15,000 CULPEPER NEWS

**Image Size:** 2.5” x 2.625”

**Paper size:** 3” x 3”

*Rates based on CPM—valid through 2016*
full and prompt payment. The granting of credit from time to time is an accommodation to the advertiser, the terms of which credit shall be given the publisher upon 7 days’ prior written notice to the advertiser.

7. Except as otherwise provided herein, all bills for advertising are net and are due and payable upon submission of statement of account. An account 1.5% per month, which accrues to 18% annually, shall be made on all unpaid advertising when the account becomes 30 days past due and such charges shall appear on the subsequent monthly statement.

8. When the publisher sets copy, a charge shall be made for the actual space occupied by such space is greater than the space specified in the order. If the actual space occupied is less than the space specified in the order, the advertiser shall bill the advertiser for the exact space ordered.

9. The publisher reserves the right to amend or revise rates, terms, conditions, etc. upon 30 days’ written notice; all advertising contracts are accepted subject to this reservation. If said amendments are not acceptable to the advertiser, the advertiser may, by written notice, rescind the advertisement. If the effective date of the amendments, cancel its advertising contract without liability to the publisher or obligations there under. Any agreements, rates, terms, or conditions not set forth herein or in the advertising contract hereunder between the advertiser and the publisher shall be void and of no effect.

10. The publisher reserves the right to edit, reject, or cancel any advertisement for any reason it deems sufficient, including but not limited to any advertisement deemed objectionable in subject matter, illustration or phraseology.

11. Proofs may be furnished to the advertiser prior to publication of its advertisement. The purpose of such proofs is to provide the advertiser an opportunity to inspect for typographical errors and to make any price changes. The publisher shall make any other changes if time permits and at an additional charge of $5 per hour, with a $30 minimum charge. If the advertiser is furnished such proofs, the publisher shall not be held liable or responsible for any errors in any copies of the advertisement mailed to the advertiser. All advertisement proof correction requests are returned in ample time before publication and are not met. Whether or not the submitted proofs are acceptable, the advertiser shall assume liability for typographical errors ONLY for the first insertion of the advertisement, and its liability shall be limited to the cost of the advertisement for any errors due to omission of material by the advertiser.

12. It is the advertiser’s responsibility to examine its advertisement for any errors upon publication of the advertisement. The publisher shall not be held responsible for errors beyond the first publication date of a multiple insertion. Requests for error adjustments must be made within 30 days of the publication date. The publisher shall not be liable for (A) errors in the insertion, in the form of either (A) additional advertising space or (B) cancellation of the charge or refund of advertising space or (C) any event for the advertising space involved. The publisher has the exclusive right to choose the appropriate form of adjustment.

13. In the event of the publisher’s error when advertising goods are listed at less than the specified price, the publisher shall furnish a letter to the advertiser notifying the error and refunding the difference in the incorrect price. The publisher shall not assume any liability for goods sold at the incorrect price.

14. The publisher shall not be responsible for orders, cancellations or corrections given over telephone. Written orders, cancellations, or corrections must be received by the publisher in ample time to follow. Copy set and not published shall be charged at $1.00 per column inch. Cancellations received more than 24 hours after the regular deadlines and before 2:00 p.m. on the day prior to printing shall be subject to a charge of 25% of the cost of the space cancelled. The publisher shall accept no cancellations after 2:00 p.m. the day prior to printing.

15. Positions may be requested for any page on which advertising is being published, if it is possible, depending upon editorial make-up and advertising space demands. Specifications on orders for positions must be submitted in writing to the editor and/or advertising director. Advertisements of or relating to the kind of news or advertising on the page are treated as requests only. Every effort shall be made to fulfill these requests. If, however, the conditions of paragraph 11 hereof, the publisher shall guarantee position page for an additional 25% of the advertising space available and subject to availability; provided, however, that in no event shall exact placement on a page be guaranteed.

16. Political advertisements must be paid in advance of publication by cash, check, or certified check. The publisher shall inform the publisher of all such advertisements. An advertisement must clearly state that it is a “paid political advertisement,” (B) the political party the candidate or candidates is/are associated with, (C) by whom the advertisement was paid, and (D) by whom the advertisement was authorized. In event that the advertisement was not authorized by the candidate, the publisher shall inform the publisher of the advertisement that it is not authorized by the candidate, and the candidate’s committee will be required to include the name and residence address of individual responsible for the advertisement. In no event may a political advertisement imply the intentions or acceptance of a candidate who is not in fact the incumbent.

17. Any advertisement simulating news matter must have the word “Advertisement” or the words, “Paid Advertisement” at the top and/or bottom of the advertisement in 10-point type. The publisher reserves right to include such words if omitted by the advertiser. The advertiser’s failure to include such words may result in a charge for the additional space necessary to include them. In no event may the publisher’s masthead or news type be used for advertising purposes.

18. No advertising contract is valid unless signed by an duly authorized representative of the advertiser. The publisher’s signature constitutes acceptance of all rates and terms of the applicable advertising contract hereunder that do not materially deviate from the nominal and are subject to change. The publisher reserves the right to decrease the page and column with along with the depth of the page, to increase or decrease the number of columns per page and to adjust the size of any advertisement to conform to the current page dimensions. All advertisements ordered will still maintain substantially the same proportion of the page (less margins). Ads more than 18” in depth will be billed at the full 24” depth.

19. The Publisher shall not be liable for errors due to equipment failures or any mechanical or electrical breakdowns, beyond the publisher’s control.

20. The publisher shall not be liable for failure to furnish advertising space or to publish any advertisement due to public emergency or necessity, except as otherwise provided in law, and/or God. Claims for the advertiser’s present business and cannot be transferred, assigned, or altered in any other form, individual, corporation, or other entity.

21. Any political advertisement simulating news matter must have the word “Advertisement” or the words, “Paid Advertisement” at the top and/or bottom of the advertisement in 10-point type. The publisher reserves right to include such words if omitted by the advertiser. The advertiser’s failure to include such words may result in a charge for the additional space necessary to include them. In no event may the publisher’s masthead or news type be used for advertising purposes.

22. All property rights arising from the creation or production of advertisements for the advertiser by the publisher, including but not limited to any such advertisements which incorporate art work, creative ability, and/or typography furnished or arranged by the publisher, are the property of the Publisher.

23. No such advertisement or any part thereof may be reproduced without the prior written consent of the Publisher. All liability for any original artwork, drawings, or materials supplied by the advertiser that are left at the publisher’s offices for over 5 days.

24. Advertising agencies are responsible for payment of all advertising charges, as noted above, to the publisher. The publisher reserves the right to hold the agency and the advertiser jointly separately liable for all such payments.

25. In consideration of the publication of advertising, the advertiser and/or agency indemnify and agree to hold the publisher harmless against any and all liability, loss or expense from any violation of any law, rule, or regulation including, but not limited to, unfair trade practice, violation of rights or privileges of rights, infringement of trademark, trade secret, copyright or patent, or any other act or omission constituting an infringement of any law, rule, or regulation.

26. The advertiser agrees to hold the publisher harmless for all fees and expenses, including but not limited to expenses and reasonable attorneys’ fees for the course of the publisher’s collection, including but not limited to the enforcement of any amounts due under an advertising contract hereunder. It is agreed that the venue in any legal proceedings that may be taken to enforce and advertising contract hereunder shall be in the publisher’s county. The laws of Virginia (without regard to any of its conflicts of law provisions) shall govern the interpretation and enforcement of this contract and all legal proceedings.

27. Advertising rates are based on column inch size. Fractional page size or number of lines. All measurements are made in the form of the advertiser’s office’s form advertising contracts and are subject to change. The advertiser reserves the right to decrease the page and column and the width of the page, to increase or decrease the number of columns per page and to adjust the size of any advertisement to conform to the current page dimensions. All advertisements ordered will still maintain substantially the same proportion of the page (less margins). Ads more than 18” in depth will be billed at the full 24” depth.

28. The Publisher shall not be liable for differences between the advertising available and the actual space occupied by any advertisement hereunder that do not materially affect the appearance of the advertisement hereunder. Claims for any adjustments based upon the Publisher’s changes to any advertisement will not be entertained except for the adjustment of the size of the advertisement, if the claim is valid and make any adjustments that the Publisher deems appropriate.

29. Nothing in this contract or any ensuing agreements, do not constitute a commitment by the publisher to publish the advertisement. Only publication of an advertisement constitutes an agreement for continued publication. The publisher shall not be liable for any failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges received therefore by the publisher shall be refunded in full.

30. Publisher shall use commercially reasonable efforts in performing the services hereunder. Advertiser hereby acknowledges that the publisher shall not be held responsible for any errors or immaterial deviations from the agreed services. Except as expressly stated in these terms and conditions, no warranties, conditions, guarantees, representations, or other agreements are made by the publisher, and publisher hereby disclaims all warranties, including but not limited to warranties of merchantability, fitness for a particular purpose, or any other warranties, whether expressed or implied, in law or in fact, oral or written.
Electronic Ad Submission

To ensure that your ad appears exactly as you intend it to, The Culpeper Star-Exponent preferred software for electronic ad delivery is Adobe Acrobat Distiller 4.0 (pdf). Providing pdf files can minimize inadvertent error and help to ensure accuracy when the ad is printed. Using pdf also allows you to embed fonts and graphics within the file rather than sending them separately further ensuring that your ads appear exactly as you intend. All artwork within the pdf’s created must be processed in CMYK. We are not responsible for images printed incorrectly due to RGB, Lab Color, or Index Color. We do know that things can change, however, so our graphic artists and typesetters will still be able to make simple last minute changes to pdf files if you so request. Copies of the The Culpeper Star-Exponent' preferred Acrobat Distiller settings (Mac or Windows) are available upon request. Although we prefer pdf, our intent is to serve you in the way you need us to, and we can and will accept ads in other software formats. A listing of those software applications and their specifications appears below; we can also make requested changes to files submitted in those formats. Whatever the format, The Culpeper Star-Exponent will only make changes to ads as instructed by the advertiser/agency. Should you request such changes, please understand that The Culpeper Star-Exponent will not be held responsible for errors in those corrections. Again, to ensure your ads’ integrity, we will not make major changes in an ad when there is sufficient time for the advertiser/agency to make and resubmit them. Your sales representative will help you determine whether that is possible within the appropriate deadlines. If Adobe Acrobat is not available to you, this list of guidelines should help you prepare electronic ads using other software. If you have questions, please contact The Culpeper Star-Exponent Art Department at 540-825-0771 ext. 172.

Please email all electronic ad submissions to: gyates@starexponent.com

SOFTWARE (Mac or Windows)
Adobe Acrobat Distiller 4.0
Adobe Photoshop 5.5
Adobe Illustrator 9.0

Mac users please include program extension when naming file (ex: .tif, .eps, .qxd etc...)

COLOR
All Pantone, Index, Lab & RGB colors must be turned to process colors (CMYK) All color scans/bitmaps must be converted to CMYK. The color ink limit for our Flexo press is 240%.

GRAPHICS
• All linked graphics must be included.
• Vector graphics must be saved in EPS format.
• Type MUST be turned to outlines.
• Scans(bitmap) graphics must be in TIFF or Photoshop EPS from at 170 dpi at 100%

GRAYSCALE IMAGES
A good original grayscale image should have a range of tones from the highlight through the midtone to shadow. They should have bright, clean highlights, and be well focused for optimal reproduction. A high contrast original does not meet these guidelines. Unsharp Masking or other sharpening techniques should be used to improve the detail in the printed reproduction. The aimpoints for grayscale images are as follows:
Non-Detail Whites 2%
Highlight 4%
Midtones 35%
Shadow 85%

The Culpeper Star-Exponent is not responsible for reproduction of graphics that do not adhere to these specifications.

MECHANICAL SPECIFICATIONS

Retail Column Widths
(Broadsheet 6 column width)
1 column =1.556 inches
2 column = 3.22 inches
3 column = 4.889 inches
4 column = 6.556 inches
5 column = 8.22 inches
6 column = 9.889 inches
Full page = 9.889 inches x 19.5 inches

Double Truck (Center Spread) Only available on select days
13 column= 20.889 inches wide (12 columns + gutter)

Classified Column Widths*
(Broadsheet 4 column width)
1 column = 2.389 inches
2 column = 4.889 inches
3 column = 7.389 inches
4 column = 9.889 inches
Full Page 9.889”x 19.5 inches

Tab
Full page = 9.44”x9.49”
Half page (horizontal) = 9.44”x4.695”
Half page (vertical) = 4.665”x9.44”
Quarter page = 4.665”x4.695”
Eighth page = 4.665”x2.25”

EMAIL ADS & AD MATERIALS
Ads may be sent via email to gyates@starexponent.com Send the ad file(s) as an attachment to the e-mail. Ad submitted by e-mail must contain the name of The Star-Exponent sales representative, account name, and run date(s) in the body of the email. Please note there is a 10MB file limitation for attachments. Please note: Our email system blocks executable (.exe) attachments. This prohibits any self extracting compressed ads.
In order to produce a high quality newspaper ad, press considerations must be addressed at each stage of ad preparation. In particular, the texture of newsprint causes significant dot gain on press. This guide includes specifications that will help compensate for press gain and variances. It is our goal to provide you with the necessary information to build and deliver ads that will reproduce well in The Culpeper Star-Exponent. If you have questions or wish to test prior to submitting, please contact us.

The Culpeper Star-Exponent adheres to SNAP standards. These specifications are designed to improve reproduction quality in the non-heatset process by setting coordinated standards for all processes from image preparation to printing. SNAP is intended to be used by advertisers, agencies, designers, publishers, pre-press managers, material suppliers and printers. Images not conforming to SNAP standards may not meet expectations when printed in The Culpeper Star-Exponent.

FILE PREPARATION GUIDE AND CHECKLIST

PDF
- Create PDF files with Acrobat Distiller or Adobe PDF Online
- Use PDF/1.3 settings.
- DO NOT create encrypted PDF files. DO NOT use any security including Acrobat Standard Security
- DO NOT create PDF files with Adobe PDF Writer
- DO NOT save as PDF from Adobe Illustrator or Adobe Photoshop
- DO NOT use the default Mac OS X “Save As PDF…” command from the print window when creating PDF files.

FONTS
- Do not use CID Identity-H or OpenType Fonts
- Minimum black knockout type size is 10 point bold
- Minimum color knockout type size is 18 point (not more than two plates)
- Embed all fonts (including system fonts) when creating PDF files
- Do not apply artificial type styles to fonts (bold, italic, outline, etc.)

IMAGES & SCANNING
- Include only TIFF or EPS images
- Halftone or photo-quality images must be 254 pixels per inch @ 100% (internet/web images are usually 72 DPI and reproduce poorly)
- All line art and line drawings must be 1016 DPI or higher
- Use binary encoding
- All files must be CMYK/Grayscale/Line Art

COLOR
- Do not use 4-color black
- Do not use colors with greater than 240% total ink coverage
- Do not save images in RGB, Index color or LAB color. All colors must be CMYK
- Replace Pantone colors with CMYK and give consideration to newspaper Dot Gain
- All color type must be at least 18 points
- Use only two process colors when creating color type
- Use only two process colors when using knockout text on a color
- Do not use knockout text on 4-color images
- Color correct all images for newsprint
- Remove all colors that can contaminate bright colors by using GCR
- Knockout on all plates
- Apply Knockout/Overprint on each element - check individual items

DOCUMENT
- Create documents at 100% of printed size (ads must not require scaling)
- Include all EPS and/or tiff files (QuarkXPress) including logos and pictures
- Include only the necessary files for the ad on disk
- Use collect for output when preparing QuarkXPress files
- Save images at the same folder level as the QuarkXPress file on disk
- Images should ideally be used at 100% of original scanned size