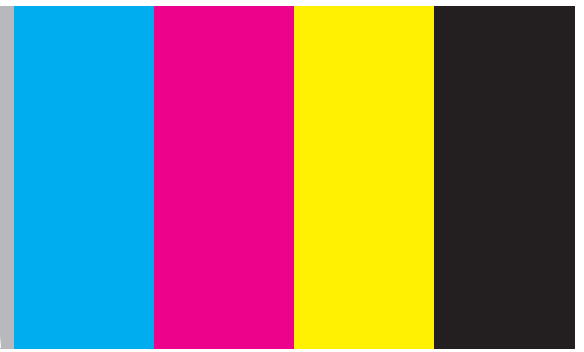


# color chart



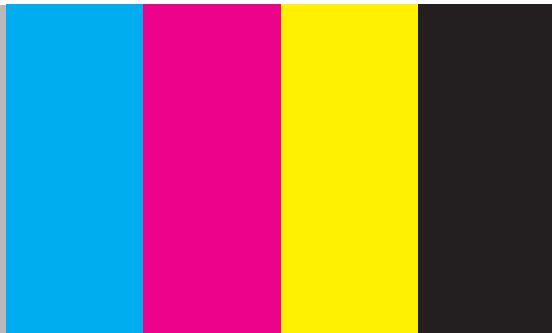
Each **C M Y K** column represents one of the 4 process inks that are used to reproduce each of the spot colors listed.

The First oval in each of the 2 columns will be the color you should expect to see from our press with only slight variation.

**C** = Cyan (blue)    **M** = Magenta (Red)    **Y** = Yellow    **K** = Black

	<b>C</b>	<b>M</b>	<b>Y</b>	<b>K</b>		<b>C</b>	<b>M</b>	<b>Y</b>	<b>K</b>
<b>71</b>	100	0	0	0	<b>735</b>	60	0	0	0
<b>72</b>	0	100	0	0	<b>736</b>	80	0	20	0
<b>73</b>	0	0	100	0	<b>737</b>	60	0	20	0
<b>76</b>	30	80	0	0	<b>738</b>	80	0	50	0
<b>77</b>	100	100	0	0	<b>739</b>	80	0	80	0
<b>701</b>	100	50	0	0	<b>740</b>	60	0	80	0
<b>702</b>	100	0	100	0	<b>741</b>	60	0	100	0
<b>703</b>	0	50	100	0	<b>742</b>	40	0	80	0
<b>704</b>	0	100	40	0	<b>743</b>	20	0	80	0
<b>720</b>	0	100	20	0	<b>745</b>	0	10	80	0
<b>722</b>	0	100	50	0	<b>746</b>	0	10	70	0
<b>723</b>	0	100	100	0	<b>747</b>	0	20	100	0
<b>724</b>	0	100	0	10	<b>748</b>	0	10	100	0
<b>725</b>	10	80	30	0	<b>749</b>	0	30	100	0
<b>726</b>	0	100	10	0	<b>750</b>	0	40	100	0
<b>727</b>	20	30	0	0	<b>751</b>	0	30	30	50
<b>728</b>	70	70	0	0	<b>752</b>	0	70	70	40
<b>729</b>	40	60	0	0	<b>753</b>	10	50	100	0
<b>732</b>	80	0	0	10	<b>754</b>	0	60	100	0
<b>733</b>	100	10	0	0	<b>757</b>	0	30	40	0
<b>734</b>	40	10	0	0					

# electronic ad specs



We accept ads via the following method...

## EZ Pilot Ads

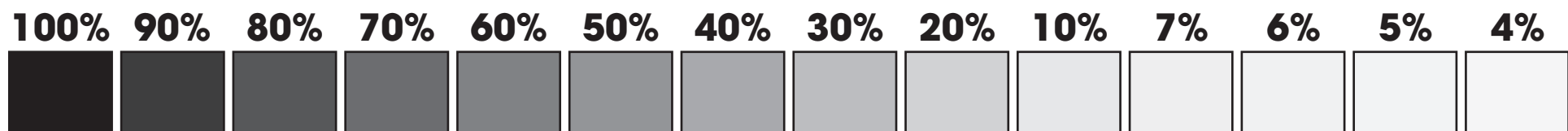
This free service replaces e-mail as a method for sending The Virginian-Pilot your ads. Go to the internet; connect to <http://ezpilotclassifieds.com/adsupportads> fill out a short ad submission form and send us your ads.

You can request instruction for using this service by e-mailing [ads4pilot@pilotonline.com](mailto:ads4pilot@pilotonline.com).

## The Virginian-Pilot's Specifications for optimum reproduction

- Image Resolution (color and grayscale).....200 DPI
- Line Screen..... 100 LPI
- Monochrome Images Graphics and Fine Line Art.....600-1200 DPI
- Image File Formats.....TIFF, EPS, JPG
- Color Profile.....SWOP (Newsprint)
- Color Mode for Saved Color Images.....CMYK
- Color Mode for Black and White Images.....Grayscale
- Dot Gain.....28-30%
- Maximum Ink Density (total ink limit).....C-60%, M-55%, Y-50%, K-65%.....230-240%
- Maximum Reproducible Dot.....90% / Minimum Reproducible Dot .....3%
- Recommended GCR.....60-70%
- Black Ink Limit.....100%
- Sharpening.....Use Unsharp Mask / Radius = 1.0 / Threshold = 3

## Black and Gray percentage value examples:



## Tricky Colors on Newsprint

Deep blues, browns, burgundies and maroons are the colors that often create reproduction problems and not meeting customer's expectations. Adjacent are some examples of some colors and their CMYK breakdowns. Please use these colors and the color chart on the other side of this document as a reference for your color selections and builds.

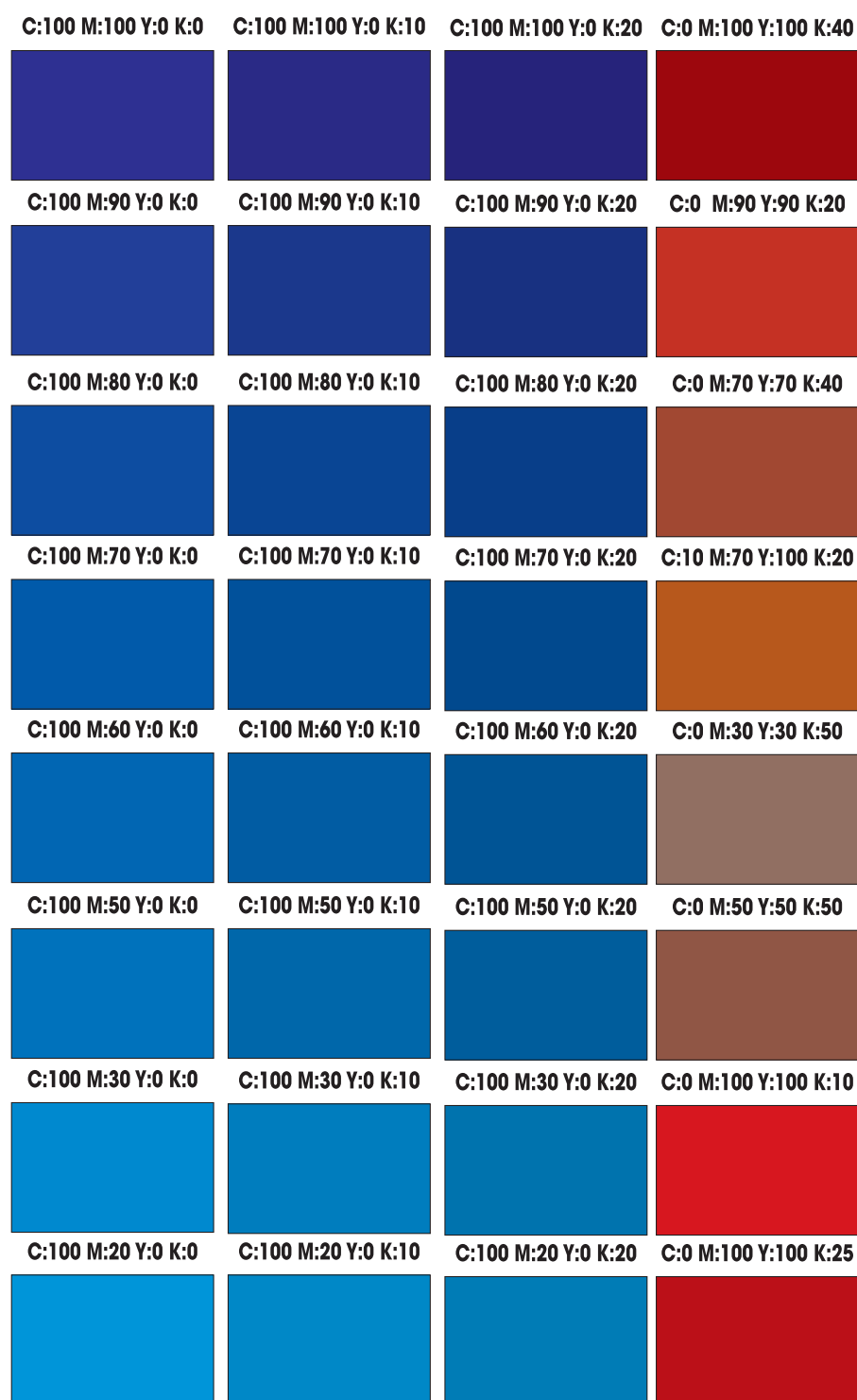
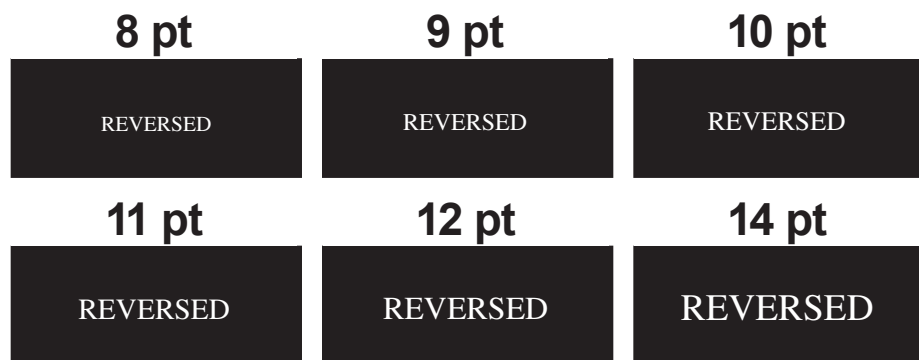
**The best way to use the color chart is to compare it to the digital version on your screen.**

To receive a printed newsprint version of this document, please contact your sales rep or use the contact information at the bottom of this page. **To see a digital version of this document on your monitor, please find it here** <http://thevirginianpilot.com/advertising/ratecard/fonts-colors> or use the contact information at the bottom of this page.

## Reverse Type (Knock-Out)

When using reverse type be aware that some type styles with delicate serifs and fine lines may not reproduce clearly. San Serif typefaces (such as Arial, Helvetica, Futura, etc.) are recommended for clarity. Using reverse type of less than 12 points is not recommended for newspaper reproduction. Type reversed out of color image areas should be a minimum of 12 pts. This allows for registration variances within our tolerance and still allows for maximum readability.

Examples below of Serif usage:



## Special Notes

- If you are a new customer please contact us to setup a test before sending us live ads.
- We can only ensure that your ad will print correctly by sending it by the established deadlines. This allows us to preflight your file and contact you concerning any problems we find.
- We accept only Acrobat PDF files which have become the industry standard for digital camera ready ads.
- PDF files must be set up as CMYK or Black & White with ALL fonts embedded.
- We cannot accept your fonts and enter them into our system due to licensing restriction with the fonts.
- Your electronic file must be complete and ready for printing; no tonal corrections will be made to any halftones in your file.
- Remember workflows are different at each Newspaper or Service Provider. Due to the complexity of some of the design software, inconsistencies may happen from one newspaper to another.
- In addition, we are a digitally paginated newspaper; no paste ups or negatives please.

## Contact Information

If you have any questions concerning The Virginian-Pilot's electronic ad acceptance policy contact us...

Digital Imaging Team Manager  
Office: (757) 222-5409

Digital Imaging Coordinator  
Office: (757) 446-2429

Digital Imaging Coordinator  
Office: (757) 446-2471

[ads4pilot@pilotonline.com](mailto:ads4pilot@pilotonline.com)

The most current digital version of this document can be found at <http://thevirginianpilot.com/advertising/ratecard/fonts-colors>