

## If Ever an Error

In the event of an error that is printed, the Newspaper will provide a letter of explanation when the advertiser deems necessary. An advertisement is the advertiser's invitation to buy, not a contract, therefore neither the advertiser nor the newspaper can be held to the price or other terms that were published by mistake.

We'd rather avoid errors: Please respond to proofs on the day they arrive. If the newspaper isn't notified of any changes, the newspaper is not responsible for any errors that appear in print. Ads ordered will be run unless cancelled; whether or not a proof is approved.

Check your printed ad promptly: The Newspaper must be notified within 7 days of publication of any discrepancy within an advertisement. If there is an error (other than typographical errors that don't lessen the value), the newspaper's responsibility will be limited to publishing a corrected advertisement of the same size or an adjustment on the billing in proportion to the error, not to exceed the cost of the ad; only for one insertion, only if the error did not originate in materials submitted by the advertiser.

## Responsibilities

The advertiser shall not hold the Newspaper responsible for liability, loss or expense arising from claims of libel, unfair competition, unfair trade practices or violations of rights or patents, resulting from publication of advertisements. Advertiser agrees to defend and indemnify Pro Media, Inc., the Northeaster newspaper, owner, agents and employees thereof, against any and all liability, loss, or expense arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents, or proprietary rights or violation of rights of privacy, resulting from the publication of the advertiser's advertisement.

## Ethics

Northeaster Newspaper holds the contents of a client's advertising confidential between the advertiser and the Newspaper.

The Newspaper reserves the right to refuse any advertising copy or pre-printed matter.

The publisher reserves the right to reject or revise any ad or insert that she deems to be objectionable. Advertisements that demean any individual, race, religion, gender, institution, firm, business, profession, organization or affectional preference will not be accepted.

The newspaper encourages and helps coordinate group ad sales, such as pages or inserts arranged for geographic merchant associations, celebrations, or educational groups. Contact your advertising representative for details. Only newspaper employees and those who have specific authorization from the newspaper management (documented by email) may broker newspaper space or services.

The word "advertisement" or "paid advertisement" may be inserted within any paid printed materials.

## Ownership

Artwork and composition are the property of the Newspaper, unless supplied by the client. Such items will be stored for a period of time at the newspaper's discretion.

## Production Specs

To have complete creative control over how your ad looks and feels, send us print-ready electronic files. Whether using an agency, a friend, or working on your own, follow these instructions:

**Image area is 14.7 inches deep, 9.833 inches wide.**

Columns	Inches	Picas
1	2.333	14
2	4.833	29
3	7.333	44
4	9.833	59

If you use **illustrations/photos** found on internet, please make sure that you have either purchased the rights or that they are not copyrighted. Avoid steep fines. Better yet, ask us to search our pre-paid sources for you (Metro or Graphic Stock).

We work on Macintosh in InDesign. **We accept PDF or TIFF files** made in Adobe Acrobat, InDesign, Illustrator (with all fonts converted to outlines), or Photoshop InDD. PDFs from other software applications or computer platforms that create a high resolution PSD, TIFF or PDF file with embedded fonts and graphics also may work. We cannot open MS Publisher or Powerpoint files. Please do not enable any password protection or security block when creating a PDF.

**Black-and-White Ads** should be submitted in grayscale - K (black) only

**Color Ads** should be submitted as CMYK. Change all RGB to CMYK (web images will be RGB)

**There are No Spot Colors.** Convert Pantone to CMYK equivalent.

**High Resolution** means at least 300 dpi; 600 dpi preferred with all complete fonts (not subsets) and images embedded. Caution: Many programs export 72 dpi files, which is not enough for print media.

## Other Possible File Formats

- EPS files with all fonts converted to outlines
- TIFF, JPEG or BMP files, at least 300 dpi, 600 dpi preferred

**Note:** Please check your color files for **how black is handled**. Black should be its own color (K), not a blend of CMYK (which can cause over-inking on newsprint). We also recommend that for the crispest look possible, any small type should be printed in black, not color, not white reversed out of color. Black can be printed over color, though it's not recommended to do so with small type over full-strength colors. Setting to overprint, rather than knockout, is recommended.