

AD SPECIFICATIONS

44 INCH WEB

BROADSHEET & TABLOID

COLUMN WIDTHS:

COLUMN	INCHES	PICAS
1	1.54"	9p3
2	3.22"	19p4
3	4.9"	29p5
4	6.58"	39p6
5	8.26"	49p7
6	9.94"	59p8
Tabloid - DBL TRK	19.88"	119p3*
Broadsheet - DBL TRK	20.88"	125p3*

SUGGESTED FILE FORMATS

- Acrobat PDF, recommended PDF/X1-a:2001.
- Adobe Illustrator CC EPS.
- Adobe PhotoShop CC EPS or JPG.
- Files packaged with fonts & linked graphics from Adobe InDesign CC.

FILE TRANSFER

Hi-Resolution files can be transferred through our web portal free of charge.
<http://ads.mcclatchy.com/XpanceCustomerUpload/index.php/Kansas%20City>.

LINE SCREEN & RESOLUTION

The Kansas City Star outputs at plates at 120 lpi and 1024 dpi. Save all images in PhotoShop at 240ppi. Scanned line art or bitmap images may be saved as high as 1200 ppi.

PREFLIGHT

All digital files are preflighted before they are placed into the system. This is to ensure that the file will process correctly. If there is a problem with the submitted file, you will be contacted and asked to resend a corrected version. Preflight also converts RGB to CMYK colors, which can cause the colors to change..

COLOR MODES

Use bitmap for line art, grayscale for B/W photos and CMYK for 4/C photos. Leaving photos in RGB color mode will impact color quality. The Kansas City Star prints all custom or "spot" colors as CMYK. Please avoid duotones if possible. Save as a TIFF or EPS format. Vector-based art must be saved as an EPS.

If you have questions, please contact our Ad Production department.
kcstaff@kcstar.com
816.234.4197



THE KANSAS CITY STAR.
 MEDIA COMPANY

LOCAL. INNOVATIVE. SOLUTIONS.

1 Column - 1.54"

2 Column - 3.22"

3 Column - 4.9"

4 Column - 6.58"

5 Column - 8.26"

6 Column - 9.94"