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## THE TRANSMITTER

## Save Headaches, Save Money

Ask prepress operators what causes most of their headaches and they'll tell you file errors. Customers send ostensibly print-ready digital files that are often riddled with errors. For prepress, this equals hours of extra work, stress, and danger of missing deadlines. It also means money lost.

This also causes headaches for file suppliers. They've sent the file, moved on to another project, and then the phone rings. Their file has major errors and they don't know how to make it match the publisher's specifications. And even if they can, it's more wasted time and money.

A print-ready, error-free file not only contributes to headache-free, efficient employees, it also equals cost and time savings. And the good news is it's actually quite easy to achieve for both parties.

### Preflighting is the key

You may have already guessed the solution lies in preflighting. But what you may not have realized is the responsibility of preflighting doesn't

have to rest in the hands of prepress. Instead, file suppliers can perform this task *prior* to sending a file.

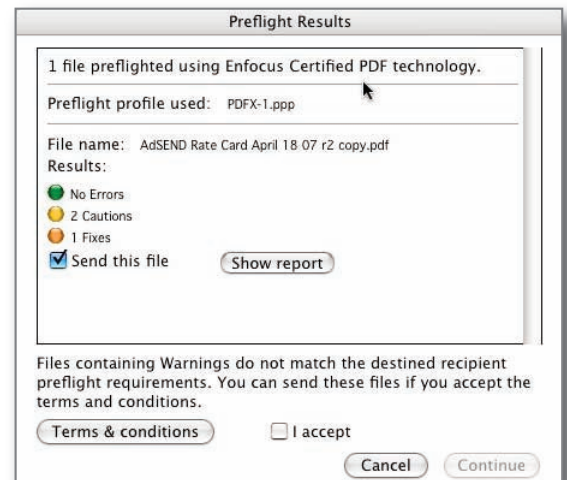
Why is this scenario better? First, it saves time for prepress. Rather than fumbling with a sender's file, they get right to business, operating efficiently. Second, it saves the file supplier time because he or she won't receive countless calls from the printer/publisher asking for new files. Then there's the sticky issue of who pays for the fixes. That situation is avoided when the file is correct upon sending.

### AdSEND AdPORTAL:

#### Free tools for file suppliers

So how can publishers convince clients that they should take on preflighting?

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# Save Headaches, Save Money cont'd



Easy—tell them it's free!

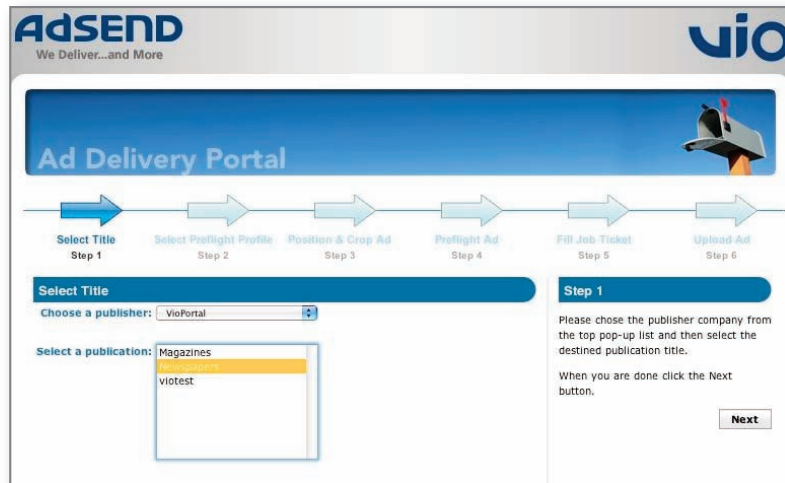
AdSEND's AdPORTAL is a one-stop shop for preflighting, ad sizing, job ticket (metadata) information, and file transfer. And it won't cost a file supplier a dime!

## Find and fix errors ASAP

When ad suppliers have access to a publisher's or printer's AdPORTAL, time and money are saved all around. After all, the earlier in the workflow that errors are spotted and fixed, the smoother and more efficient the entire process.

## See a demo and learn more

File suppliers receive valuable free tools and publishers and printers increase employee efficiency and save money. It's really that good. To learn more about AdPORTALs, call us for a consultation and demo at 1-800-2-ADSEND (1-800-223-7363) or email [ussales@adsend.com](mailto:ussales@adsend.com).



Publishers and printers provide free tools to clients with AdPORTAL.

## New: HTML Job Tickets, Previews

Publishers: are you still logging into [www.apadsend.com](http://www.apadsend.com) to retrieve your ads? There's now an even better way to do this. AdSEND Manager is a new convenient inbox that includes HTML job tickets with thumbnails and file previews. All of the file information is right there, and with a quick click of the "download" button, the ad is yours.

We've implemented the latest in security encryption so you'll need to contact us to obtain your new username and password. Reach our support center at 1-800-8-ADSEND (1-800-823-7363) or by email at [adsendsupport@adsend.com](mailto:adsendsupport@adsend.com) and one of our specialists will provide you with



HTML Job Tickets include thumbnails and previews.

these items. Once in hand, you can access the new AdSEND Manager at [www.adsend.com](http://www.adsend.com). Under the **Customer Login** heading click the **Publishers** button. Don't wait another day to take advantage of this free service available to you!

# Newspaper Glossary

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New to the business or need a quick refresher? We've compiled a short glossary of newspaper design, layout and printing terms for your convenience.



**Air:** White space in a design.

**Attribution:** Line identifying the source of a quote.

**Banner:** Wide headline extending across the entire page.

**Bar:** Thick rule used for decoration or to contain subheads.

**Baseline:** Imaginary line where type sits.

**Baseline shift:** Software command where baseline is raised/lowered.

**Bleed:** Page element extending to the trimmed edge of a printed page.

**Blend:** Mixture of two colors that fade gradually from one tint to another.

**Body type:** Type used for text. In newspapers, usually from 8 to 10 points.

**Border:** Rule used to form a box or edge a photograph.

**Box:** Ruled border around a story or art.

**Broadsheet:** Full-size newspaper, measuring about 14" x 23".

**Bumping/butting heads:** Headlines from adjacent stories that collide with each other (to be avoided). Also known as tombstoning.

**Byline:** Name of the reporter placed at the start of the story.

**Camera-ready art:** Page elements that are ready for printing.

**Caption:** Sentence(s) with descriptive information about a photo. Also known as a cutline.

**Clip art:** Copyright-free images you can modify and print repeatedly.

**CMYK:** Acronym for Cyan, Magenta, Yellow and Black—the four ink colors used in color printing.

**Column rule:** Vertical line separating stories or running between legs within a story.

**Continuation line:** Type informing the reader that a story continues on another page.

**Continuous tone:** Photo or drawing using shades of gray.

**Copy:** Text in story.

**Crop:** Trimming the shape or composition of a photo.

**Cutout:** Photo where the background is removed, leaving only the main subject.

**Deck:** Small headline below the main headline. Also known as a drop head.

**Doglegs:** L-shaped columns of text that wrap around art, ads or other articles.

**Double truck:** Two facing pages on the same sheet of newsprint, treated as one unit.

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# Newspaper Glossary cont'd

**Downstyle:** Headline style that capitalizes only the first word and proper nouns.

**Dutch wrap:** Text extending into a column alongside its headline. Also known as a raw wrap.

**Folio:** Type at the top of an inside page giving a newspaper's name, the date and a page number.

**Graf:** Newsroom slang for paragraph.

**Grid:** Underlying pattern of lines forming the framework of a page. Also aligns elements on a page.

**Gutter:** Space running vertically between columns.

**H and J:** Hyphenation and justification.

**Hammer head:** Headline using a big, bold word or phrase for impact with a small, wide deck below.

**Jump:** To continue a story onto another page. The text continued on the other page is the jump.

**Jump headline:** Special headline treatment reserved for stories continued from another page.

**Jump line:** Type informing the reader that a story is continued from another page.

**Kerning:** Shrinking spacing between letters.

**Kicker:** Small, short headline above a larger headline.

**Lead-in:** Word or phrase in contrasting type preceding a cutline, headline or text.

**Leading:** Vertical spacing between lines of type, measured in points.

**Leg:** Column of text.



**Liftout quote:** Graphic treatment of a quotation taken from a story. Also known as a pull quote.

**Masthead:** Includes staff names and publication data and usually appears on the editorial page.

**Mortise:** Placing one element (text, photo, artwork) so it partially overlaps another.

**Mug shot:** Small photo showing a person's face.

**Nameplate:** Name of a newspaper as it appears on page 1. Also known as a flag.

**Pyramid ads:** Ads stacked on one side of a page, wide at the bottom but progressively smaller at the top.

**Refer (or reefer):** Line or paragraph referring to a related story elsewhere in the paper.

**RGB:** Acronym for Red, Green, Blue—a color format used by computer monitors and video systems.

**Teaser:** Eye-catching graphic element, on page 1 and section fronts, that promotes an item inside. Also known as a promo.

**Well:** Ads stacked along both edges of the page, forming a trough for stories in between.

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