FAQ
Submitting Advertisements

1. Where do we submit creative (ads)?
Submit finalized creative online via mediaplanet.sendmyad.com.
First create a log-in account, select your newspaper partner and
issue (campaign title) then follow the prompts to upload each
individual ad unit.

2. Is there file size limit for print creative?
No, there is no file size limit for print ads.

3. Is there file size limit for digital creative?
Yes, the maximum file size for all digital ads is 200kb.

For reference: According to IAB's latest Display Advertising
Guidelines, the max file size for most ad units should be 200kb,
although it is recommended that a mobile banner is 50kb max.

4. Can print creative include spot colors?
No, our printers do not accept Pantone or spot colors. Please
convert any spot colors to 4-color process inks (CMYK).

5. Should print creative include crop marks?
No, please submit the live area of creative only. Ads and
content are inset on the page, creating a natural border of
white space (approximately .25 inches) around all content.

6. Bleed or non-bleed?
Do print ads bleed to the edge of the page?
Non-bleed. Our content does not bleed to the edge of the page.
The dimensions listed on the spec sheet are the dimensions
of the live area, which is inset on the page, creating a natural
border of white space (approximately .25 inches).

7. Do you accept HTML5 creative?
Yes, however Mediaplanet does not site-serve HTML5 ads. All
HTML5 ads must be Google DFP compliant and submitted as
third-party tags.

8. Do you accept Flash creative?
Yes, however we do not encourage the use of Flash because
many mobile and desktop browsers do not support Flash. For
animated ads, we recommend HTML5 or GIF formats instead.

**9. Are there any limitations to animation length for digital
creative?**
Yes, animated ads should be 15 seconds in length or less. They
should be submitted as a .gif file type.

10. Can we submit tags?
Yes, third-party tags may be submitted, preferably as
JavaScript, and must be Google DFP compliant.

11. Can we use tracking URLs?
Yes, tracking URLs can be included in third party tags, otherwise
the destination URL would need to include
UTM codes.

**12. Can we switch digital creative after a certain number
of readers are fulfilled?**
No, but you can switch creative based on specific flight times.

13. Can we submit standard ad sizes?
We accept two Universal Ad Package (UAP) ad sizes: 728x90px
and 300x250px (width x height).

14. What is a text ad?
A text ad is a 140-character call to action, that will be
hyperlinked to a URL of your choice. Please submit your text via
mediaplanet.sendmyad.com.

15. Where do digital ads appear online?
Where are digital ads located on each page?
Visit studio.mp/us/tech-specs to view/download Mediaplanet's
digital ad spec sheet which illustrates Mediaplanet website
layouts.

16. What is the approval process for creative?
Approval of print and digital creative is required to complete
submission online via mediaplanet.sendmyad.com.

17. Will I get a proof for print creative?
Approval of print creative is required to complete submission
online. Once completed, a final soft proof with receipt will be
available for the your record. Additionally, a text only receipt
will be automatically sent to the your email.

18. Will I get a proof for digital creative?
After you submit, you will be able to see soft proofs. You may
also download a receipt. An emailed receipt will go to the
contact on file. If there are any issues regarding your digital
creative, we will contact you using the information provided
upon submission.

**19. I received an error during my submission, how do I
proceed?**
A true error will prevent you from completing a submission
because the creative cannot be printed; the file must be fixed.
For solutions and detailed information on your file's specific
error(s) and the appropriate solution, hover over the error.

**20. I received a warning during my submission, how do I
proceed?**
You may want to investigate the file. For solutions and detailed
information on your file's specific error(s) and the appropriate
solution, hover over the error.

21. I need to resubmit my creative. What do I do?
Contact adsupport@mediaplanet.com.

Fixing Color and Transparency Issues

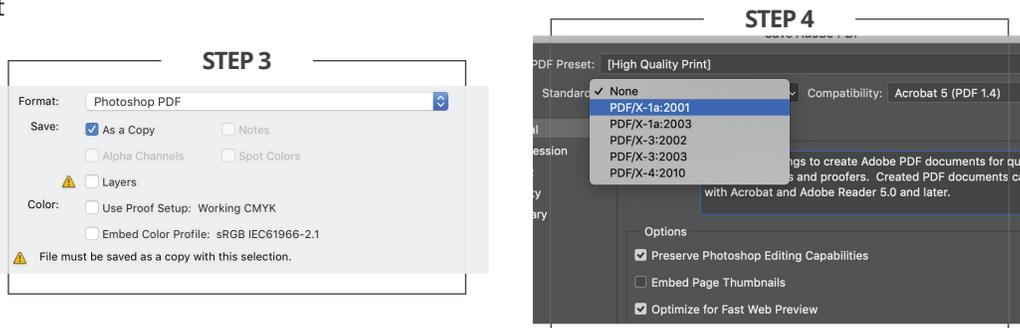This is a quick way to correct color and export a pdf

Photoshop
Step 1 - Take the ad into Photoshop, Go to Image > Mode > CMYK.
Step 2 - Layer Flatten Image
Step 3 - File > Save As > Format: Photoshop PDF, uncheck "Layers" then proceed to Dialogue Box.
Step 4 - PDF preset

STEP 3

Format:	Photoshop PDF
Save:	☑ As a Copy ☐ Notes
	☐ Alpha Channels ☐ Spot Colors
⚠	☐ Layers
Color:	☐ Use Proof Setup: Working CMYK
	☐ Embed Color Profile: sRGB IEC61966-2.1
⚠ File must be saved as a copy with this selection.	

STEP 4

Save Adobe PDF
PDF Preset: [High Quality Print]
Standard ✓ None
PDF/X-1a:2001
PDF/X-1a:2003
PDF/X-3:2002
PDF/X-3:2003
PDF/X-4:2010
Compatibility: Acrobat 5 (PDF 1.4)

...ngs to create Adobe PDF documents for qual... and proofers. Created PDF documents can... with Acrobat and Adobe Reader 5.0 and later.

Options
☑ Preserve Photoshop Editing Capabilities
☐ Embed Page Thumbnails
☑ Optimize for Fast Web Preview

InDesign
Double-click each image in your InDesign document individually. This will give you the option of editing the original in Photoshop, which is the best place to create CMYK separation files for your images. This is because Photoshop is designed to edit and produce the best color for images, whereas InDesign is a desktop publishing program.

Once the file has opened, Follow steps 1 & 2 above, then save the images and relink in InDesign.
Back in Indesign, go to File > Adobe PDF presets > PDF/X-1a:2001 > Save.

Adobe Acrobat Pro
Color Correction
Step 1 - Tools > Print Prodcution (under Protect & Standardize) > Convert Colors
Step 2 - Choose " Any ColorSpace" in the Color Type dropdown (Matching Criteria). Ensure the "U.S. Web Coated (SWOP) v2" is selected as the Conversion Profile (Conversion Attributes). Leave all other settings at default. Click OK then save PDF.
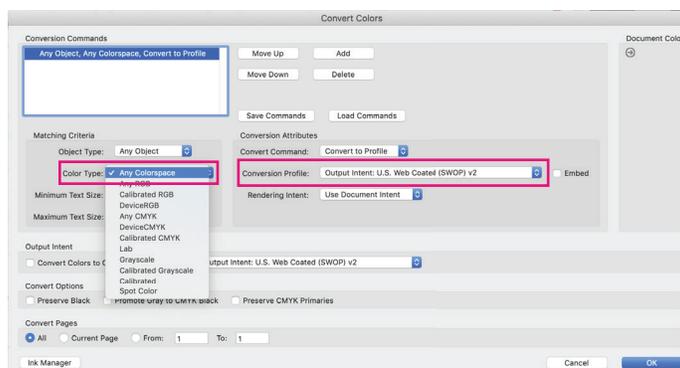
Flattening
Step 1 - Make a backup copy of your PDF file by choosing File > Save As and giving the copy a new name.
Step 2 - Open the copy and choose Advanced > PDF Optimizer. If asked whether you want to save and continue, click Yes.
Step 3 - Select Discard User Data.
Step 4 - Select Discard Hidden Layer Content And Flatten Visible Layers, and then click OK.
Step 5 - When prompted, save the Optimized PDF with another new name.

Step 6 - Open the Layers panel (if the Layers panel is not visible, choose View > Navigation Panels > Layers). Click the Options pop-up menu, and then select either Merge Layers or Flatten Layers. Merged layers acquire the properties of the layer into which they are merged. Flattening layers discards any layer content that isn't visible onscreen.

Step 7 - Save the PDF file
For any questions please contact: adsupport@mediaplanet.com