



# Resources



# Commonly Used Newspaper Terms

Lingo is all over the place in the communications world. The following terms are ones that are commonly used by newspapers. These terms were assembled by the San Diego Union-Tribune.

### **Ad send**

A national service that provides the transfer of ads electronically to newspapers.

### **Broadsheet**

A standard full-page newspaper size with an image area of 11.5 inches wide by 21.5 inches deep.

### **Camera-ready ad**

A complete ad, on high-resolution paper, ready to be placed in position on the page.

### **CMYK (cyan, magenta, yellow, black)**

The subtractive primaries, or process colors, used in color printing. Black is usually added to enhance color and to print a true black.

### **Color balance**

The amount of cyan, magenta and yellow needed to produce a good reproduction with gray balance and satisfactory overprint colors.

### **Digital ad**

Ad produced on a computer desktop. If you are submitting a digital ad, make sure to follow the directions of the specific newspaper that you are submitting to.

### **Double-truck ad**

Consists of two full-page ads that are on facing pages.

### **Dots per inch**

The actual number of dots of ink generated by the halftone process contained in our inch of an image. Digital images measure pixels per inch or centimeter. The recommended pixels per inch is two times the accepted dots per inch to achieve the desired resolution.

### **DPI (dots per inch)**

A standard printing term referring to the number of rows of dots per inch. Also called LPI or lines per inch. For ads running on newsprint, use 85-100 dpi; for glossy inserts, use 133 dpi.

### **Dot gain**

In the printing process, each dot in a screened area (such as a halftone) increases in size by 30 percent due to the way ink is absorbed by newsprint. See mechanical requirements.

### **Duotone**

Art rendered in two colors, ie. black plus one color, with midtones of varying densities of the combined colors.

### **Dummy layout**

A detailed layout showing how the various typeset elements, illustrations, etc., will be arranged.

### **EPS (Encapsulated PostScript)**

A file format used to transfer PostScript image information from one program to another.

### **Film negative**

A piece of film with a reversed image, in which dark areas appear white, and vice versa.

### **Font**

Refers to the style of type used. Fonts come in three basic families: serif, sans serif and script.

### **Four-color process**

The process of reproducing a color image using four inks (cyan, magenta, yellow and black). See mechanical requirements.

**Frequency**

The number of times an ad runs in the newspaper (or other media) in a given amount of time.

**Gradation**

A smooth transition between black and white, one color and another, or color and the lack of it.

**Gray balance**

The proper amount of cyan, magenta and yellow to produce a gray scale with no apparent dominant hue.

**Halftone**

A photograph or art converted to dots so it can be printed on a press in one color, generally black, with midtones of varying densities.

**Inserts**

Separate advertising that is inserted into the newspaper. Full-run or ZIP code distribution can be available, depending on the newspaper.

**JPEG (Joint Photographic Experts Group)**

A group that has established a standard for the compression of bitmapped, scanned and rendered color images.

**Kerning**

The individual spaces between letters. Large type often requires manual kerning to keep the spacing equal.

**Kilobyte**

A unit of measure (K) of digital information corresponding to 1,024 bytes.

**Line art**

Black and white art with no midtones (grays). Generally refers to logos and pen and ink illustrations.

**Megabyte (mb)**

A unit of measure of stored data corresponding to 1,024 kilobytes or 1,048,576 bytes.

**Moire**

In printing, the undesirable screen pattern caused by incorrect screen angles of overprinting halftones.

**Pixel**

The smallest proportion of a picture for which information is stored. Pixels are made up of bits. The smallest distinct unit of a bitmapped image displayed on a screen.

**Pixels per inch (ppi)**

Resolution standard for digital images. In many newspapers, files may contain no fewer than 170 pixels per inch to achieve the highest resolution desired for printing. Refers to computer image file size. Also known as “resolution.” Literally, PPI is the number of pixels per inch.

**Registration**

The alignment of different (color) films and printing plates to produce one printed image.

**RGB (red, green and blue)**

These are the additive colors.

**Run of press (ROP)**

Run of press refers to an advertisement that is included in every edition and every market of the newspaper.

**Screen angles**

The angles at which halftone line screens used for four-color, three-color and two-color reproduction intersect, measured in degrees. If these screens are not placed at specified angles, a moire pattern can result.

**SAU (Standard Advertising Units)**

A newspaper industry standard of display-ad sizes using standard column widths. See mechanical requirements.

**Spot color**

The adding of a color (other than black) to ads for the purpose of creating greater readership of that ad. Ads containing spot color may use one or two colors plus black.

**Tabloid**

A section with a page size that is half of a broadsheet. Note: Due to our press configuration, tabloid layout size differs slightly from tabloid print size. See tabloid mechanical requirements.

**TIFF (tagged image file format)**

A file format for exchanging bitmapped images (usually scanned images) between applications.

**TMC (total market coverage)**

Usually consists of placement of an ad in a combination of a paid circulation newspaper and a free distribution product (which usually contains certain generic parts of the newspaper and advertising) sent to non-subscribers.

**Velox**

A term derived from the trademark "Velox Print" for a high-quality screened photographic print used in the preparation of "line-art" mechanicals.

***[Print on City Letterhead or Library Letterhead]*****FOR IMMEDIATE RELEASE (Bold)**

October 26, 2008

Contact: John A Smith

760.555.1212

jsmith@yourlibrary.org

**MAIN TITLE OF PRESS RELEASE GOES HERE (ALL CAPS AND IN BOLD)**

Subtitle Goes Here in Title Case (Smaller font than main title and in upper and lower cases)

PALM SPRINGS, CA – Your Company announced today its news. This first paragraph should have all the basics of the news – what it is, why it is news (i.e. the first, the biggest, the only...etc), and why it is important. It should only be a few lines but should include all the key information.

The second paragraph usually adds more detail to the story and provides more support to your story. This paragraph should be several lines long but should NOT repeat the information in the first paragraph.

“The third paragraph usually has a quote from a company spokesperson,” said Joe Spokesperson. “It should try to add additional detail to the story but should be written more conversationally. Additionally, it should provide a quote that is suitable for printing and that reflects well on the library.”

Additional paragraphs can follow as long as they present new information and are not repetitive.

The last paragraph is what is called a “boilerplate.” A short, sweet and to-the-point statement about your library.

# # #

(always end a press release with three # marks)

**OTHER ELEMENTS**

- There are many different ways to design a press release. Some press releases double-space all text in the body of the release, where as others, like this example are single-spaced.
- Your goal is to keep your release down to one page, but if additional pages are needed, write “-more-” at the bottom of each page but the last.
- Most commonly, releases are e-mailed. Paste the text of the release into the e-mail because the media will not typically open attachments. If you are sending a complete media kit, it is customary to mail the information or attach a PDF to an e-mail. It is particularly important to have specific and correct contacts if you are going through the expense of mailing a complete kit.

An example of a generic press release.