

**AGENDA**  
**CITY OF PLANO**  
**COMMITTEE OF THE WHOLE**

1. IMMEDIATELY FOLLOWING CITY COUNCIL MEETING
2. CITIZEN'S COMMENTS
3. Insurance Renewal
4. Facade Grant Application - Thatcher Property - Corner Of Main & Center
5. USA Today Advertisement

Documents:

[USA TODAY.PDF](#)

6. Aldermen Comments/Questions
7. CITIZEN'S COMMENTS



# SPECIAL EDITION - PRINTING SPECIFICATIONS

## GENERAL REQUIREMENTS

Final Trim Size: 10.19" (width) x 10.75" (height)  
Binding Method: Newsprint  
Colors: 4/C process (cyan, magenta, yellow and black)

## AD DIMENSIONS (W X H) (NO BLEED OR CROP MARKS)

<b>Single Page:</b>	Size: 10.19" x 10.74"
<b>1/2 Page:</b>	Size: 10.19" x 5.315"
<b>1/4 Page:</b>	Size: 4.75" x 5"

## GENERAL GUIDELINES

- Do not include a bleed as USA Today is a non-Bleed publication
- All font sizes must be at least 10 point or larger (fine print text no smaller than 7 point to ensure readability when printed).
- Prepare color files using CMYK color elements.
- Minimum resolution of 300 dpi when being created.

## NATIVE FILES

- Artwork done using InDesign, Photoshop and Illustrator is preferred. Please make sure to include all fonts and images.
- Line rule thickness minimum thickness of .25 point.

## PDF

- All files must be supplied as print ready high resolution PDFs, or complete files collected for output.
- All fonts and images must be embedded.

## FILE SUBMISSION INFORMATION:

- Digital files under 15MB may be emailed. All files exceeding 15MB must be delivered electronically. Ftp instructions provided upon request.
- We can retrieve files from your FTP site if provided access information. (Username, Password, etc.)
- We can also accept ads via file hosting sites. (Hightail, Dropbox, WeTransfer, Google Docs, etc.)

Our Production Team will check all files to ensure compliance:

**Screen Ruling** - USA TODAY prints at 85 lines per inch.

**Highlight Dot** - Use a 5%-7% dot for the smallest highlight meant to hold detail in halftones.

**Midtone Dot** - Prepare materials to compensate for a 30% midtone dot gain. A 50% dot prior to press will measure approximately 80% as a printed dot.

**Shadow Dot** - 80%-85% in shadow areas intended to hold detail. Areas greater than 85% will likely print solid.

**Flat Tint** - No less than 10% is recommended for a flat tint for consistent reproduction.

**Image Resolution** - Photographic images should be prepared at a resolution of 170-250 dpi at full size. Line art, such as bit-mapped logos or scanned text should be prepared at 600-1200 dpi at full size. However, we recommend that these elements be sent in vector-based, such as an Illustrator eps.

**Total Ink Density (DMax)** - The total maximum ink density of color images or artwork should not exceed 240%. Lower is better in order to maximize shadow detail and reduce the potential for ink setoff.



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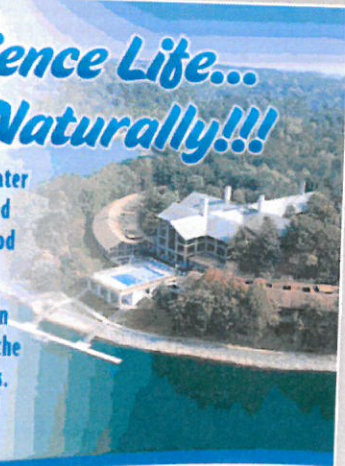
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