

The Charlotte JEWISH NEWS

Preparing Your Ad for Print



The Charlotte JEWISH NEWS

Celebrating Jewish Life

Vol. 44, No. 2 | Street: Adu 1, 1382 | February 2022

Main Event Kicks Off

In the aftermath of the terrifying tragedy in Israel, we are once again reminded of the need for a strong Jewish community. The Charlotte Jewish Federation is proud to announce the launch of our new Main Event series, which will feature a variety of programming designed to strengthen our ties and support our members.



Photo courtesy of the Federation.

Our new Main Event series will include a variety of programming, including community dinners, educational seminars, and social events. We are excited to have you join us for these special occasions and to continue to build a strong and vibrant Jewish community in Charlotte.



Photo courtesy of the Federation.

For more information about our Main Event series, please contact us at [phone number] or visit our website at [website]. We look forward to seeing you at our next event.

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Federation To Launch 'C' With ADE's Jonathan Gr

The Jewish Federation of Greater Charlotte is launching a new initiative, 'C' with ADE's Jonathan Gr. This program is designed to provide support and resources to our members and the broader community. Jonathan Gr, ADE's Director of Community Engagement, will be leading this initiative and will be featured in our new book, 'The Jewish Community in America 2021-2022'.



Photo courtesy of the Federation.

The book, 'The Jewish Community in America 2021-2022', is a comprehensive report on the state of the Jewish community in America. It includes data on membership, demographics, and the challenges facing the community. The book is available for purchase at [link].

Wen Exec

Alan 17 was named as the new Executive Director of the Federation of Greater Charlotte. Alan has a long history of leadership in the Jewish community and will be responsible for overseeing the Federation's operations and programs.

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Jewish Leaders Launch North Carolina Jewish Clergy Association

A group of prominent Jewish leaders in North Carolina have joined together to form the North Carolina Jewish Clergy Association (NCJCA). The NCJCA is a non-profit organization dedicated to supporting and promoting the role of the clergy in the Jewish community. The association will provide a platform for clergy members to share their experiences and work together to address the needs of the community.



Photo courtesy of the NCJCA.

The NCJCA will hold regular meetings and provide ongoing support and resources to its members. We are excited to have you join us in this important endeavor and to continue to strengthen the Jewish community in North Carolina.

Coming Full Circle: Violins of Hope Return to Charlotte

The Violins of Hope, a group of talented young musicians, have returned to Charlotte after a successful tour. The group, which was founded by [name], has performed in various venues and has received widespread acclaim. Their performance was a highlight of the event and was met with a warm reception from the audience.



Photo courtesy of the Violins of Hope.

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Photo courtesy of the Violins of Hope.

The Violins of Hope will continue to perform in the Charlotte area and will be featured in our next issue. We are excited to have you join us in this important endeavor and to continue to strengthen the Jewish community in North Carolina.

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2024 Schedule

Month	Order Deadline	Artwork Due
January 24	November 29	December 11
February 24	January 2	January 10
March 24	January 30	February 6
April 24	March 1	March 12
May 24	April 2	April 8
June/July	May 1	May 8
August	July 1	July 11
September	July 31	August 8
October	September 3	September 11
November	September 24	October 9
December	October 31	November 8

Dimensions

Size	Columns	Dimensions
Full Page	5 columns	10" x 13.75"
Half Page	5 columns	10" x 7"
1/4 Page	2 columns	3.91" x 8.75" (limited availability)
1/4 Page	3 columns	5.94" x 5.83"
1/4 Page	4 columns	7.97" x 4.38"
1/8 Page	2 columns	3.91" x 4.38"
1/8 Page	3 columns	5.94" x 2.92"

Specifications

- PDF is our preferred file format; .jpg files are also accepted.
- Grayscale and four-color scans are required to be 300 dpi.
- PDFs should be created to size without any excess white space, crop marks, or page information.
- All full-color elements must be in CMYK format. Ensure all colors are prepared for process-color (CMYK) separations.
- Be sure to check all text, logos, scans, and photos. Make sure your black is 100%K, not a CMYK mix.
- BW ads should not have any color elements. Photos need to be grayscale.
- Convert all PMS colors and RGB color to CMYK. All black text should only be on the black plate.
- Font size should not be smaller than 8 pt.
- We've provided a helpful guide for getting the best results when creating your ad to be printed on newsprint.
- Design services are available for an additional charge of \$150.



Tips for Designing for Newsprint

Newsprint is a highly-economical non-archival paper that best-known for its widespread use by news publishers, high-frequency magazines, classified publications, handbooks, phone books, textbooks, journals, guides, manuals and a variety of other common print products. Despite the recent decline in print publishers, newsprint is still widely used in many modern print applications.

Newsprint paper is a tricky material to work with, and prints differently than regular copy paper. As a designer, there are certain specifications and limitations that you should design for.

Here are some basic tips for designing on newsprint, and why they are important for newspaper printing, or any other kind of print that uses newsprint paper.

Less Ink = Better Color

You will never be able to reproduce all the colors available on your screen on any paper, and even less colors will be available to you on newsprint. For this reason, it's important that you not try to saturate your colors too much. Instead, use color combinations that use no more than 2-3 of the four CMYK inks. There's a reason why yellow and red are such popular colors on newsprint: red is two inks (yellow & magenta), and yellow is one ink.

Watch your coverage. You should never go over 260% total ink coverage if you can help it, and even that is really too much (e.g. 100% Cyan + 100% Magenta + 60% Black = 260% coverage). Less ink will result in better, brighter colors.

Compensate for Color Shift

One important thing to consider about newsprint is that it's typically not a very bright paper. In fact, it tends to be grayish-brown in color. Newsprint also has a much higher acidity than other papers. This is so it will break down quickly in landfills, and results in the paper "yellowing" over time.

With the lack of bright whites, your images will have darker highlights and your colors may appear muddy or dull. You can compensate for this by adjusting the mid-tones of your images. Images that look slightly over-exposed or washed out will darken and look normal on newsprint, whereas saturated images or images with heavy shadows will look muddy and dark. You can compensate for dark or muddy colors by using less coverage (i.e., less ink) and shift the colors of your images.

You'll also want to watch for color corruption. Blues and yellows are very susceptible to this. For instance, you may have a swimming pool ad that, because of yellowing paper, turns all of the water green.

Tips for Designing for Newsprint

Avoid Multi-Color Type & Knock-Outs

One of the most common mistakes designers made when designing for newsprint is using 4-color black. It is near impossible to register on a web press running newsprint. The result is blurry text, or text with ‘ghosting’ (when all the colors don’t line up). Even if you do get it to register, you’re likely to cause registration problems on the other side of the sheet.

If you need to use color text, try limiting it to one or two colors and make the type bigger (the bigger the type, the easier it is to register).

Knock outs, or white type on a colored background, follow similar principles: limited colors, and bigger type is better. Avoid backgrounds that use too many colors or have too much coverage.

Contrast

Make sure there is enough contrast in your images. Newsprint has a tendency for photos to turn out dull. For different shades of black, try to maintain a 20% difference between the shades. Also make sure there is enough contrast between text and background colors, etc. The more contrast and basic a newsprint ad is, the better it will look in a final print.

Be Careful When Using the Color Black

When using the color black for graphics or text, make sure it is 100%K black, and not a “rich” black that uses a mix of other CMY colors.

Font Sizes

Do not go any smaller than 8pt font. Newspaper readers can range from children to the elderly, so make sure to keep the font size readable. Additionally, fonts that are too small risk the ink bleeding and becoming an unreadable blob of ink. Try to make sure your kerning is appropriate, and your copy does not get to jam-packed in your ad space. Sometimes ads are super tiny, so be careful — test print it and show it to people around your office to see if they have trouble reading the copy in the ad.

