

Digital Formats for Print Advertising Materials

Basics:

Black ink only, no bleeds, printed on newsprint using an 85-line screen.

Press has dotgain of 25–30 percent.

The most common problem we see is images that are too dark. It is good to set Photoshop for newsprint and 30% dotgain. When in doubt, go lighter, not darker. On request, I can email a grayscale image that did well on the press, so you can compare tones with your image(s) on your monitor.

Preferred formats:

Macintosh

PDF high resolution for press or print output (* see notes below).

Or Adobe InDesign.

All images and fonts supplied. Images should be about 300 dots per inch. On a CD. Please send a laser proof along with the disk.

Alternate acceptable formats:

Macintosh Quark 4.0 or lower. Adobe PageMaker 6.0 or 7.0.

All images and fonts supplied. Images should be about 300 dots per inch. On a CD or Zip disk. Please send a laser proof along with the disk.

* PDF (Portable Document Format): If you would like to send a PDF, please ~

- Make sure the color in your document matches the color in your ad contract. IE black-ink-only ads should have no color images in the document. To check this in Acrobat, use **DOCUMENT>PREFLIGHT>MORE THAN ONE PLATE**. You should get **"NO PROBLEMS FOUND."** Color ads should use cmyk colors (not rgb) in the linked images as well as the finished document.
- Distill the file for high-resolution "press" or "print" reproduction, not screen.
- Embed all fonts and images.
- Test the file by printing it from a computer that does not have the same fonts on it that you embedded.
- Email to npierce@civilwartraveler.com
- Include your phone number and please stay available, in case adjustments need to be made.

About Windows:

If you are using Windows, please send a high-resolution PDF with fonts embedded and the color set correctly to grayscale only. (See above.) If a PDF is not possible, we will try to import your Windows document, using Adobe InDesign or PhotoShop; however, it is essential to incorporate standard type faces for which we have counterparts on our Macintoshes. Please check with me, if you need to use Windows. **Do not use Microsoft Publisher.** Please contact me if Publisher is your only choice, and we will figure out a different plan.

Specifications for Web Ads

Pixel dimensions:

120 wide x 172 deep.

Format:

Either a roll-over jpeg or an animated gif with a link to the desired web address.

Required documents

(please submit all):

- The png
- The exported graphics
- The exported html code

If you would like to see sample files, let me know.

Contact

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