

## Digital Formats for Print Advertising Materials

### Basics:

Black ink only or 4-color process, no bleeds, printed on newsprint using an 85-line screen. If you use spot colors, "convert to process" either in InDesign or Acrobat Pro

**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 or email. Please send a laser proof along with the disk.

Alternate acceptable formats:

\* 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 cymk, not rgb, colors 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. (See above.) If a PDF is not possible, we will try to import your Windows document, using Adobe InDesign and/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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