

# NATIONAL CATHOLIC REPORTER

## ELECTRONIC FILING GUIDELINES

### PREFERRED SOFTWARE APPLICATIONS:

Listed below are the best software programs to use to create your digital files in either Mac or PC platform. We can accept your documents by e-mail or on disk.

### BLACK AND WHITE:

Adobe Acrobat, QuarkXPress, Adobe PageMaker, InDesign

### COLOR:

CYMK or ROP (C100 M60) plus BLACK: QuarkXPress, Adobe PageMaker and InDesign  
Black and white or grayscale images must be formatted as black and white. ROP spot color images must be formatted as CYMK. ROP blue is C100 Y00 M60 K00.

### DOCUMENTS THAT REQUIRE SPECIAL ATTENTION:

Documents created with applications such as Microsoft Word or Works, Microsoft Publisher, Microsoft Excel, Microsoft PowerPoint, Word Perfect or any other word processing/spreadsheet/presentation applications are best used for importing text. They are not designed for layout of documents that will be printed on a printing press. They are not fully capable of color separating the file into the four primary colors (CYMK). Extra time will be necessary for us to reformat/recreate your document and for you to proof the output.

### IMPORTED IMAGES: EPS, TIFF, JPEG

Images imported or placed into a graphics application should be saved as a CYMK, grayscale or lineart (bitmap) image. Image resolution should be 200 dpi for CYMK and grayscale images (photos, graphics with color or shades of gray) and 600 dpi for black and white line art (black and white only). Images downloaded from the Internet are not suitable because the resolution is too low (72 dpi).

### FILE COMPONENTS REQUIRED:

- Font files, including fonts used in graphics
- Font names and ID numbers must match those used in your document.
- Image files
- Document files — 200 dpi PDFs preferred. A faxed sample of the document is required.

### ADOBE ACROBAT PDFS

When creating PDFs **all fonts and graphics must be embedded** in the file or they will not reproduce correctly.

### PAGEMAKER, INDESIGN AND QUARK FILES:

If you create the document in Adobe PageMaker use the “Save For Service Provider” plug-in that will save a COPY of your original file and assemble and copy all the font files and graphic images you’ve used in a new folder. InDesign use the “Package” command. QuarkXPress does almost the same thing with its “Collect for Output” command except it doesn’t collect the fonts used in the document; you will have to collect them separately.

### NOTE:

We prefer electronic files by e-mail. All electronic files are destroyed after 2 years.

**For more information contact the advertising department:**

**Toll-free: 1-800-444-8910, ext. 2218, 2214 or 2238 and for Web advertising, ext. 2214 or 2238**

**Fax: (816) 968-2268 • E-mail: [advertising@NCRonline.org](mailto:advertising@NCRonline.org)**

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## PRINT AND AD DESIGN CHECKLIST

### 1. Spelling

Make sure you do a final proofing of your ad to avoid misspelling and incorrect dates.

### 2. Set the image resolution to 200 dots per inch

Our printer requires that ad files be 200 DPI (dots per inch). If your image is at a lower resolution, it may be stretched to 200 DPI by our printer, which will result in a poor quality image.

### 3. Make sure your ad is the size agreed upon in your contract

Your ad may be reduced or enlarged to fit the ad space you requested. This can distort an image. Designing the ad to the correct dimensions will eliminate the need for resizing.

### 4. Color

Spot color should be set up as 4-color process. All black should be 100K. Do not send an ad in process black.

### 5. Microsoft programs

Microsoft programs like Word and Publisher will convert your file to PDF, but when it does it saves it in RGB format by default. All ads must be formatted as Gray scale (Black and White) or 4-color process (CMYK) which means manually selecting one of these settings before converting to PDF.

### 6. Fonts

When making a PDF file, make sure all fonts are embedded. If the fonts are not embedded, the file will not print correctly and substitute fonts will be used.

### 7. Create Outlines

Illustrator allows you to convert type to outlines (Select the type object, Choose Type > Create Outlines). If you do this you don't have to worry about fonts. However, once you create an outline you can't make corrections in the copy. Make an AI backup file first, save as an EPS and THEN create outlines in your EPS file. If you need to make corrections at any point, make them in your AI backup file and resave as an EPS file. Then convert type to outline again and remake into a PDF.

### 8. Rasterize your text

Photoshop allows you to rasterize your text, which eliminates the need to send specific fonts along with your files to the printer. However, wait to rasterize until after you're SURE you're finished editing the file. (Once you rasterize, you can't edit the text anymore.) Use a backup process similar to #7 above.

### 9. Photos/graphic images

If your ad contains separate graphic images these must also be CMYK or black and white and 200 dpi before they are placed. Before saving your file the images need to be embedded.

### 10. Save your file in the correct format

Your image file needs to be sent in a standard format. These include PDF, EPS, PS. Make sure your Acrobat Distiller's Default Setting is on High Quality Print before you make your PDF.

### 11. Use unique filenames

When you send your files, give each one a unique name. Use names that are descriptive and easily recognizable, for example, "yourname\_NCR061308.pdf" for an ad to run in the 6/13/08 issue of *NCR*.

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