

# Catholic Herald Specifications

## Ad Specifications

All submitted ads must include a printed copy/proof

### Ultimate

- QuarkXPress File (Macintosh platform)
  - Must send Quark file set up to size; i.e. a 2 column inch by 4 inch ad should be set up as a document sized 4 inches by 4 inches
  - All graphic files saved as TIFF or EPS format, CMYK or B/W
  - All fonts used including suitcase and postscript
  - Laser copy/proof of ad layout

### Very Good

- File can be saved as a TIFF or EPS, CMYK or B/W

### Good

- File can be saved as a JPEG, CMYK or B/W
- File can be saved as a PDF **USING OUR DISTILLER SETTINGS**; client must speak with Catholic Herald staff

### Unacceptable

- Pagemaker files (.p65); Publisher files (.pub)
- IBM/PC files; if client can only send IBM/PC files, client must speak with Catholic Herald staff before doing so
- Microsoft Word files with photos imbedded
- GIF files (.gif)
- PDF files that need changes done to them; client must send NEW PDF
- Images saved as RGB

### Liability

The *Catholic Herald* reserves the right to replace any font in any ad that is missing, defaults or causes problems for the printer. The *Catholic Herald* reserves the right to make any necessary changes and/or recreate an ad that is sent in an unacceptable format.

## Image Specifications

- 85 LPI for newspaper
- Standard DPI is 300

## Digital Photo Specifications

### Format

- Save as .jpg or .tif file\*
- Do not correct color or change image size
- Resolution should be at least 72 DPI
- Width of the photo should be no less than 8 inches

### Methods of Submitting Files

#### E-mail

- Save as an attachment to an e-mail; size limitation is 3 MB
- Do not place the photo into a document from another software program
- Do not place the photo into the e-mail program text window; this may reduce the quality of the photo

#### Disk

#### CD-rom

\* Digital photos should be taken with a digital camera capable of taking 2.1 MP (megapixel) or greater. Any digital photos sent with less than this standard will not be accepted.

## Key

### Platform

#### Macintosh

Please call the Catholic Herald at (608) 821-3070 for information on submitting a IBM/PC digital file.

### Programs

#### QuarkXPress *Layout program*

- Used to make ads, promos, newspaper

#### Adobe Photoshop *Photo manipulation program*

- Used to adjust and alter photos; scanning

#### Adobe Illustrator *Drawing program*

- Used to draw logos, clip art

#### Adobe Acrobat *Compression program*

- Used to condense files for printing, e-mailing, screen viewing

### Formats

#### EPS *Encapsulated PostScript*

*Graphic format that describes an image in the PostScript language*

- Format for photos and drawings

#### TIFF *Tagged Image File Format*

*Graphic file format developed by Aldus and Microsoft*

- Format for photos that is flexible between MAC and IBM/PC, can use in most programs

#### JPEG *Joint Photographic Experts Group*

*Image compression format*

- Format for photos that is flexible between MAC and IBM/PC, can use in most programs; it deletes information from an image that it considers unnecessary

#### VECTOR

*Image consisting of lines and shapes*

- Format for logos, clip art

#### BITMAP

*Graphic that consists of a map of dots*

- Format used when scanned logos are not redrawn or line art is not redrawn; rawest form, lowest quality

#### GIF *Graphics Interchange Format*

*Bit-mapped file format used by the web; supports up to 256 colors*

- A standard for digitized images compressed with the LZW algorithm, images used for web pages

#### LINE ART

*Images drawn by hand*

#### PDF *Portable Document Format*

- Compressed file consisting of embedded images, text and fonts

#### CMYK *Cyan/Magenta/Yellow/Black*

- Four color process used in printing; newspaper is printed this way

#### RGB *Red/Green/Blue*

- Images are formatted for screen, i.e. computer monitors

#### LINE SCREEN (LPI) *Lines Per Inch*

- The number of printer dots or halftone cells per inch used to print grayscale images or color separations

#### RESOLUTION (DPI) *Dots Per Inch*

- Number of ink dots per inch produced by all laser printers