

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. Colour

Spot colour should be set up as 4-colour 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-colour 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_REC010112.pdf" for an ad to run in the 01/01/12 issue of REC.

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, InDesign, Photoshop

COLOUR:

A newspaper printing press prints colour using four process colours – Cyan, Magenta, Yellow and Black. It is the accurate combination of these colours along with the use of screens and high precision equipment that produces the overall photographic effect of thousands of colours. If an RGB file is provided to a newspaper for printing, the same colour can not physically be reproduced. RGB is a colour space used for viewing on monitors, digital cameras, scanners and some home printers or proofers. For printing in a newspaper, RGB files **MUST** be converted to CMYK. This necessary conversion considerably dulls the brightness of the colour, and there is no alternative. To convert RGB images to CMYK, we recommend using Adobe PhotoShop. Select Image > Mode > CMYK Colour.

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 colour separating the file into the four primary colours (CMYK). 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 save as a CMYK, grayscale or lineart (bitmap) image. The recommended resolution of an image (at the cropped size and scale being used) is 200 pixels per inch (ppi). If your image is below 150 ppi, you must select an alternative image, or take another picture (or scan the image) at a higher resolution. We recommend using Adobe PhotoShop to check image size. Images downloaded from the Internet are not suitable because the resolution is too low (72 dpi).

ADOBE ACROBAT PDFS:

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

GENERAL MINIMUM REQUIREMENTS:

- Images must have a minimum of 150 pixels per inch at the final used size.
- Images must be CMYK and should have the midtones lightened.
- Shadow areas in images must not exceed a total of 230% ink weight.
- Solid colour mixes should not exceed a total of 230% ink weight.
- Design and images should allow for a 30% dot gain.
- Only CMYK colours should be used (Not RGB or LAB).
- Type smaller than 10pt should not be made up using more than one colour.
- Type smaller than 10pt should not be reversed.

OTHER APPLICATIONS:

If you are unsure of how to properly create a high resolution file for a commercial printing press, please use an advertising agency, a graphic artist or pre-press professional to create your advertising material.

Microsoft Publisher – Catholic Voice does not accept advertising material supplied as a Publisher document. You will be required to create a PDF file using the Print and Distill method.

Microsoft Word – Microsoft Word was never produced to provide high resolution commercial print quality files and only outputs files in RGB. Catholic Voice does not accept advertising material supplied as a Word document. A PDF file created from Word will also only contain RGB colours so will not comply to current material specifications.

NOTE: We prefer electronic files by e-mail.