

# 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, 2217 or 2238 and for Web advertising, ext. 2214 or 2217**

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