

# Communiqué Prepress Digital Specifications

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The primary or preferred file format is Adobe Acrobat PDF - 1.3. The secondary file formats are Encapsulated Post Script (.eps). Communiqué accepts advertisements and editorial pages in MAC or PC format.

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## DIGITAL SPECIFICATIONS:

### Document Template:

- All layout document or template sizes must be the same measurement for the entire publication. The starting point of the image area must be consistently placed in the same location. See example below, note arrows:

### Fonts:

- Communiqué supports (licensed fonts) with Adobe Type Collection / Open Type Edition Version 1.0 only.

### Color:

- CMYK process printer. All RGB, LAB, or Pantone images converted to CMYK. Pantone spot color upon special request. No PMS colors can be used. The Maximum color density in a shadow area is 240%.

### Resolution:

- 200 dpi for halftones.
- 300 dpi for 4/C.
- 600 dpi for line art minimum.

### Dot Gain:

- Offset printing has a dot gain of 30-34%. Prepare your scans and screens to accommodate this dot gain.

CMYK color guidelines for separations:

	Highlight:	Mid-tone:	Shadow:
Cyan	0% - 5%	35% - 55%	70% - 75%
Magenta	0% - 2%	35% - 55%	50% - 60%
Yellow	0% - 2%	35% - 55%	50% - 60%
Black	0%	0% - 20%	40% - 45%

### D-MAX:

- 240% Maximum saturation in the shadow area.

### GCR & UCR:

- These color separation ranges are for conventionally scanned material. The above readings are without 'GCR' or 'UCR'.

## CLIENT PREFLIGHT CHECKLIST:

- ✓ Include all printer and screen fonts.
- ✓ Do not use "/", "\", "-", "%", "#", "()", in file names.
- ✓ Laser printouts are required to verify corrected page is reproduced for native files only.
- ✓ Illustrator files must have all images placed and embedded.
- ✓ Do not make type bold or italic using menu styles. The actual font must be used.
- ✓ Halftone Photographs: 200 dpi for halftones - 300 dpi for 4/c
- ✓ Line Art: Must have minimum resolution of 600 dpi.
- ✓ CMYK or Grayscale form is mandatory. Lab color, RGB, Duotone must be converted to CMYK.
- ✓ Do not nest EPS files within other EPS files.

## ACCEPTED ART:

Press Optimized PDF: Full page bleed ads should be built to the trim size and must include 1/4" on all four sides. Build fractional ads to the ad size and include crop marks. All art must be high resolution, CMYK, and all fonts and art must be embedded. PDFs made from Quark 6 files must have the OPI setting deselected. Communiqué is not responsible for ads created in nongraphics programs such as Microsoft Word or PowerPoint. For further details please refer to the prepress specifications and instructions on how to create a PDF on our website at [www.nasponline.org/publications/ratecard.aspx#cqart](http://www.nasponline.org/publications/ratecard.aspx#cqart)

Illustrator EPS: CS1 or better with high resolution, type converted to outlines, and with files linked. (Illustrator Legacy files are not accepted.)

**HOW TO CREATE A PDF:** See separate document "Communiqué Offset Distiller Settings".

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## **NAMING ART:**

### **Color Ads:**

Advertiser Name\_NASP\_MM(issue month)01YY(year)\_00\_00\_C.pdf

### **Black and White Ads:**

Advertiser Name\_NASP\_MM(issue month)01YY(year)\_00\_00\_B.pdf

## **HOW TO SUBMIT ART:**

- Upload artwork at <ftp.naspprod.org> (username: naspprodads, password: naspads0607).
- Place artwork in the “COMMUNIQUE” folder.
- Submit a full-size, color-accurate proof (laser stat for B/W ads) to NASP by the art due date.
- E-mailed files are not accepted.