

Communiqué Prepress Digital Specifications

The preferred file format is Adobe Acrobat PDF. However, Encapsulated Post Script (.eps) files can be accepted.

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.

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 must be converted to CMYK. 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 minimum for line art.

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:	Midtone:	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%

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 is mandatory. Lab color, RGB, Duotone or PMS color 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, must include 1/4" bleed on all four sides, and must include crop marks outside the bleed area. Build fractional ads to the actual ad size and do not include crop marks. All art must be high resolution, CMYK, and all fonts and art must be embedded. *Communiqué* is not responsible for ads created in nongraphics programs such as Microsoft Word or PowerPoint.

Illustrator EPS: CS5 or better with high resolution, type converted to outlines, and with files linked. (Illustrator Legacy files are not accepted.)

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.