

# THE REEL NEWS



## AD ART & GRAPHICS REQUIREMENTS

TIPS  
&  
REMINERS

Display ads are due on the 20th of each month preceding the month the ad is scheduled to run (January 20th for February issue, etc.) THE REEL NEWS is printed in black ink with spot color on a Web press. In order to guarantee accurate reproduction of your display ad submitted as a computer file, the following requirements must be met:

THE REEL NEWS is produced on a PC using PageMaker 7.0, therefore we prefer PC files. We do, however, have the ability to open Mac files.

- We do not have the ability to open Quark files.
- All files must be saved as a Grayscale TIF or EPS (without compression).
- Avoid all non-mainstream file formats like JPEG, GIF, PICT, WMF, PCX, BMP, etc. Do not use LZW, or JPEG compression when saving your files.
- High resolution PDF files are accepted and encouraged. Use Distiller to create the PDF file.
- We do not support native files created using ANY Microsoft product (including clip art).
- Make sure your page size is the exact size of your display ad.
- Enclose a print-out of your file, if submitting via US Mail.
- Display ad files can be emailed. Send to: dthomas747@comcast.net.

### Scans/Images

- All images must be converted to Grayscale.
- Scan photos at 200 dpi at 100% of their 'output' size.
- Dot gain must be accounted for in photos. In PhotoShop, the shadow dot must be dropped to 93%, the midtones dropped 7%-15% (depending on the photo), and any 0% dot must be changed to 2%. These can all be adjusted in the IMAGE>ADJUST...> CURVES dialog box.
- Scan line art at 1200 dpi or your highest setting if 1200 dpi is unavailable. Line art should be saved as a TIF image.
- If at all possible, AVOID using photos and/or graphics taken from the web. These are almost always 72 dpi JPEG or GIF images, which are not usually suitable for printing. If using photos from a digital camera, convert the JPEG image to a TIF image prior to performing any image editing. Every time a JPEG image is saved the file is compressed again and image quality is damaged.

### Color

- If you know your display ad will appear on a SPOT color page (i.e., centerfold or back cover) please indicate in your digital file which items will be in color, using CYAN from CMYK as the 'spot' ink color. Reduce the number of colors in your file to just black and cyan. The actual color used on the printing press is determined by THE REEL NEWS.

Please submit questions directly to:

**Diane Thomas, Art Director**

**(425) 355-8627 • e-mail: dthomas747@comcast.net**