

# DIGITAL SUBMISSION STANDARDS

Capital Newspapers (CN) prefers to accept pdf files created in Adobe Acrobat **ONLY**. Please use the CN Press Distiller settings for creating these pdf files.

(Separate sheet included for Distiller settings in Acrobat versions 4 and 5, and PDF options in PageMaker 6.5 and 7.0)

If native files must be sent, please conform to the guidelines listed on this page when submitting files. To ensure correct handling of your files please fill out a Digital submission form.

## Applications

CN will accept files created in the following applications- Macintosh and Windows/IBM - Layout applications:

- QuarkXPress - version 3.2 and higher
- Adobe PageMaker - **version 6.5 and higher ONLY**

Supporting/linked graphics created in the following applications will be accepted:

- Adobe Illustrator - version 9.0 and lower
- Adobe Photoshop - version 6.0 and lower
- Macromedia Freehand - version 8.0 and lower

## Removable Media

CN will accept files transferred on the following media:

- 3.5" Floppy
- Compact Disc (CD)
- 3.5" Zip Disk 100MB
- 3.5" Zip Disk 250MB

## Electronic File Submission

CN will accept files electronically via:

- **Dropbox** – <http://www.madison.com/dropbox>

(Once advertiser has uploaded a file, a confirmation screen will appear. This needs to be printed and faxed to your sales rep.)

Please mark the upload date on the submission form.

- **Associated Press AdSend** (Send to WIMAD or WIMAW)

- **E-Mail** – [prepress@capitalnewspapers.com](mailto:prepress@capitalnewspapers.com)

Please mark the upload date and time on the submission form.

**IMPORTANT! Name the subject line of your email with the customers' name and run date.**

## QuarkXPress Tips

- Build your Quark document to the final ad/job size.
- Avoid resizing, rotating imported graphics into layout programs. Perform these functions in Photoshop.
- Quark's Collect For Output function located under the File menu, will copy the Quark document and all supporting/linked files into a new folder. Warning: the fonts need to be collected separately. Collect files to your hard drive then transfer to your removable media.
- Create solid black using 100% black only, do not use Registration color.

- If spot or Pantone colors have previously been used, edit the colors by changing the model to CMYK and unchecking spot color.
- Run Quark's spell checker, and proof read your ad.

### Fonts:

- Do not use character attributes of italic, bold etc. choose a specific bold or italic font. i.e. HelveticaCondensedBold

## Illustrator Tips

- Whenever possible convert all text to outlines, under Type menu then select Create Outlines. Or ensure that you have copied the fonts used in these files for submission.
- Avoid placing photos and embedding them into Illustrator EPS files. Place all images separately in layout programs.
- Unless spot color is requested, build all colors using CMYK colors in the paint style window.
- Ensure that solid black is created using 100% K only.

## Photoshop Tips

- Scale, crop and rotate all images in Photoshop, not in the page layout applications.
- Save all full-color images as CMYK mode, not RGB.
- If you are working in layers, save a original layered version and a flattened EPS version for placement. Flatten the image first before savings as Photoshop EPS or Tiff file.
- Clipping paths saved in Photoshop should be saved as a path leaving the flatness device pixel box blank.
- Uncheck the halftone screen and transfer function buttons. Save as EPS file only.
- Alphanumeric is the best choice for file naming conventions.
- Name the file with the appropriate extension. i.e. a tiff file - filename.tif

### File Resolutions:

- All images should be saved at 100% in layout applications at a resolution of two times the linescreen of final output. CN prints at a 85 linescreen, so images should be 170 or 200dpi.
- Black and White Bitmap mode images, such as scanned logos should be saved at 600 to 1016dpi.

**If you have questions please contact:**

### Digital Department

1901 Fish Hatchery Rd., Madison, Wisconsin 53713

**Phone: 608-252-6260**

**email address: [prepress@capitalnewspapers.com](mailto:prepress@capitalnewspapers.com)**