

Digital Submission Standards

Anything submitted to us digitally must adhere to the specific parameters outlined below. We hope this will answer any questions you may have regarding submission of digital materials. If not, please call us at 360-876-7900 and ask for the production department. Emailed ads must be less than 8 MB (megabytes) in file size to pass through our email server. Please ZIP all files emailed to us. (PC: www.winzip.com MAC: Create Archive in the File Menu)

MEDIA TYPES ACCEPTED

- Iomega Zip 100 or 250 Disks
- Compact Discs. (CD's)
- Digital Versatile Discs. (DVD's)
- We do not accept any Floppy Disks

SOFTWARE

- **Quark XPress or Adobe InDesign:** We paginate our work using Quark XPress. Files submitted in other software will either be imported into Quark or rebuilt from hard copy, in which case no guarantee can be made that the final product will be identical to the original submission. InDesign documents will be saved as EPS or PDF documents, then imported into Quark XPress.
- **Adobe Illustrator:** (Version CS or earlier) All newly created or redrawn logos and graphics are rendered using Adobe Illustrator. Logos and graphics can be submitted in any version of Illustrator, saved as EPS files in the color Macintosh preview mode. Since Illustrator gives the user the option, all text MUST be outlined before it is given to us as an EPS file. *See FONTS & TEXT below for more information.*
- **Adobe Photoshop:** We request that ADS built as Photoshop documents be given to us pre-color corrected in CMYK color format. Ads submitted in Pantone or RGB color WILL have color shifts. Scans MUST be saved at the 100 percent of the final output size at 300 DPI or greater.
- **Adobe PDF:** If you're on a Mac, you must submit the file to us as a PDF with fonts embedded or converted to graphics in the document. If fonts are embedded, you still must send your fonts to us separately or we will convert your PDF into a TIFF. ALL PDF files sent to us from a PC will be turned into TIFF files. To avoid this on PC, convert all PDFs to Illustrator EPS file format if possible. If we are forced to convert your PDF file into a TIFF, the text may not print as cleanly as in other formats. *See FONTS & TEXT below for more information.*
- **Macromedia Freehand:** Although logos and graphics created in Adobe Illustrator are the preferred method of submission, we will accept Freehand files under certain conditions. In order for us to accept Freehand files, they must be submitted as an EPS version of that file. BE SURE THAT ALL FONTS IN THE DOCUMENT ARE CONVERTED TO PATHS. Also, make sure that all colors in the EPS file are selected as PROCESS colors, NOT Pantone (or Spot) colors. Spot colors may not separate into CMYK colors properly and may print as gray.

FONTS & TEXT

We use Macintosh fonts only. We do not accept Multiple-Master Fonts. We PREFER you change your fonts to graphics. Although our library contains more than 3,000 typefaces, there are many we do not have. If you are using a program that does not have an option to outline fonts or convert them to paths, than you MUST supply us with both the screen and printer versions of the fonts you used. (Macintosh Platform Only) If you do not submit fonts, we will be forced to substitute yours with the closest facsimile available to us. Changing fonts to graphics is done differently in many programs. In Illustrator, it is "Create Outlines." In Corel it is "Convert to Curves." In Freehand it is "Convert to Paths."

If building on a PC, you MUST change your fonts to graphics unless sending as a PDF. *See Adobe PDF above for more information about PC PDF submittals.*

LOGOS & PICTURES

Logos submitted to us (even those comprised of a single, solid color) should be created in a postscript drawing program (Preferably Adobe Illustrator) with the fonts outlined. Postscript logos insure aesthetic quality in the printing process by eliminating bitmapping. Logos submitted to us as bitmapped TIFF, PICT or JPEG images may be redrawn as Adobe Illustrator EPS files, which might look considerably different than the original.

Digital images submitted to us should be the original images downloaded directly from the camera from which they were taken, uncropped, non color-corrected, and taken at the highest quality your camera can produce. Digital pictures cannot be "made larger." An image that has been "made larger" still has the same quality as the original image, but the image editing program has interpolated and added data to the picture – essentially "guessing" at what data was missing! This degrades the image quality. Images can be sent to us in any color, but will always be converted into CMYK or Greyscale color.

PC/MAC COMPATIBILITY

Our production department uses Apple Macintosh computers, but we can convert Windows text files as well as most graphics files. *We do not, however, accept Microsoft Publisher Documents (.pub). If you build in Microsoft Publisher, you must submit all text and pictures separately as plain text and image files.* All fonts from non-Macintosh systems must be outlined or converted to paths. If not, we will substitute fonts with closest facsimile available to us. *See FONTS & TEXT above for more information.*

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Remodel Kitsap

Kitsap Peninsula®
BUILDER

WESTSOUND
HOME & GARDEN

321 Tremont Street
Port Orchard, WA 98366-3764

Telephone: (360) 876-7900
FAX: (360) 876-4370

Toll Free: 1-800-733-7990
e-mail: production@wetapple.com

Call or email and ask for Steve Horn or Greg Piper if you have questions on ANY of these standards.