

NJLA conference program specs

black and white publication

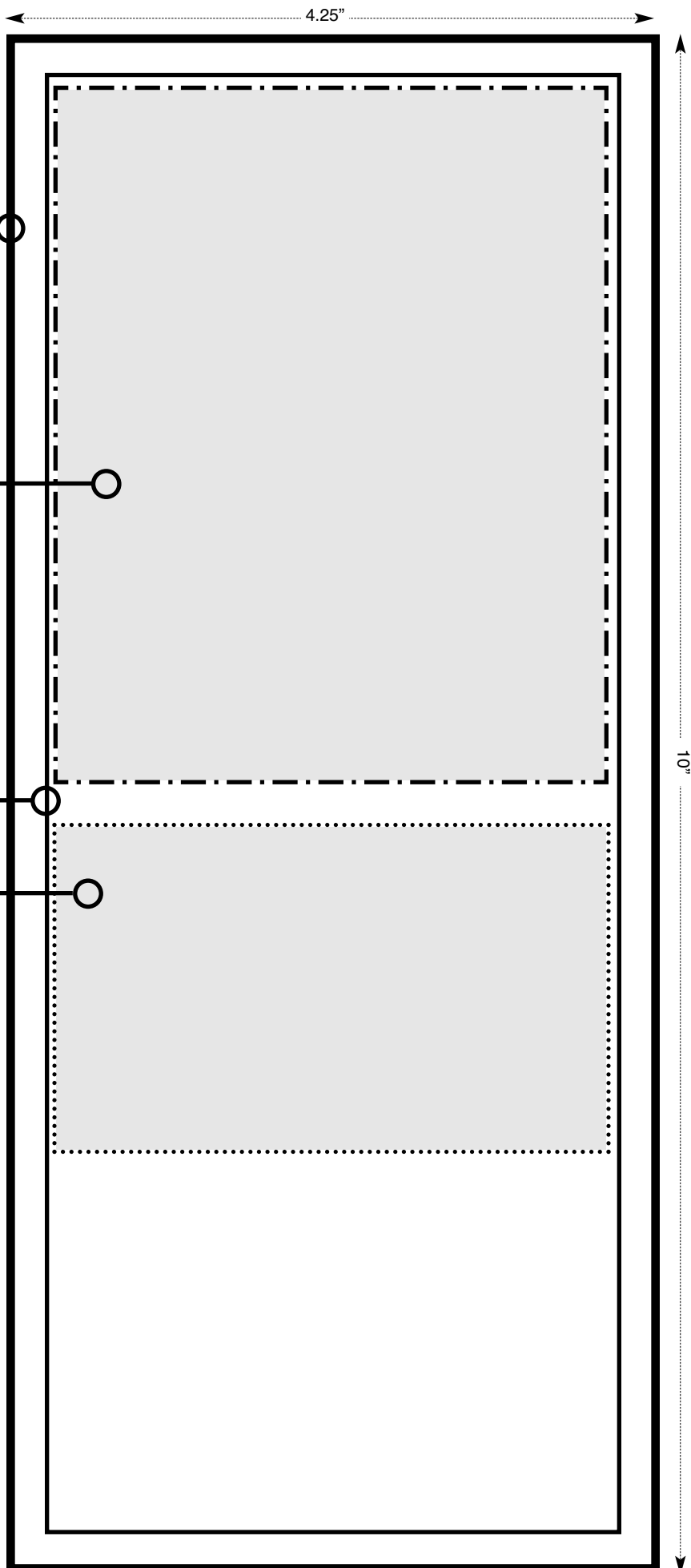
overall page trim =
4.25"wx 10"h no bleed
(heavy black line)

page margins
and between-ad margins = 1/4"

1/2 page ad = 3.75w x 4.625"h

full page ad = 3.75w x 9.5h

1/4 page ad = 3.75w x 2.1875h



HOW TO PREP MATERIALS FOR INCLUSION

Work is processed on a Mac in Quark 6.5, Illustrator 12.01(CS2), Photoshop 9 CS2). NO MATTER HOW YOU'VE CREATED YOUR AD, PLEASE PROVIDE CLEAN HARD COPY.

- If you have prepared materials on a computer, please convert all fonts to artwork, if you can.
- If you have prepared materials on a computer, create a pdf file using Acrobat. If possible select the following values: 254 in the first window, 254, and 600. Also check "Embed all fonts" in the Font Embedding menu. Check your results using Acrobat Reader.
- If you have prepared materials on a computer, and you can't make a pdf, please follow these guidelines:
 - If Quark on Mac or PC, send native file saved for compatibility with Quark 5 or 6 PLUS ALL IMPORTED GRAPHICS AS SEPARATE FILES. BE SURE TO INCLUDE ALL FONTS. If you can, convert fonts to outline; pc fonts may not work.
 - If Pagemaker, make sure all graphics are imported as full-res graphics files. Convert all fonts to art, or include all fonts in use.
 - If Illustrator, convert all type to outlines and save as eps for Mac. In Document Setup, use 400 instead of 800 as final output resolution.
 - If Photoshop, save as tiff or eps for Mac. Resolution must be AT LEAST 260 dpi at the actual printing size. You may jpeg the photo using high settings so that image quality is not lost.

- Microsoft Word files are not useful except by resetting them or scanning as art. Effort will be made to simulate look of your layout, no guarantees. Images imported into Word may or may not be extractable.
 - If all else fails, send text file that can be set and styled for you. Save as "text only" from your word processing program.
 - If you have sent something that cannot be placed into Quark, your document may have to be reset and/or scanned. Grayscale images will not reproduce as cleanly as if you had supplied original b/w art; they may still be acceptable, but best is to send original art. Faxes are not clean enough to scan if you desire clean output.
 - If you have only hard copy or business cards with logos, and the like, send cleanest originals possible for scanning or re-creation. Type in tiff files will not print as cleanly as live, non-rasterized type.
- If what you have is smaller than 10 or 15M, send to LlobdeLL@optonLine.net. Compress as self-extracting, zipped archives. If too large to e-mail, send Mac or PC floppy disks, zip disks (up to 100 M), CD (Mac platform) or DVD. IN ANY CASE, PLEASE FAX a hard copy of what the document should look like to 973.484.6181. FedEx/UPS packages, US mail and deliveries may be sent to L. Lobdell, 352 Highland Avenue/Newark NJ 07104/201.306.2769. Okay to leave without signature. For technical questions, call Linda directly at cell number: 201.306.2769 or fax 973.484-6181.

• PUBLISHER FILES ARE NOT USEABLE.

updated December 2009