

# DIGITAL SPECIFICATIONS

## Electronic Art:

Our Pre-Press department is equipped to handle a wide variety of file formats. However, to ensure smooth and timely job processing it is a good idea to adhere to the following, application specific, file submission guidelines:

## PDF files:

We prefer high quality PDF files whenever possible. Please make sure your Distiller output options are set for "Print" quality **WITH FONTS EMBEDDED**.

## Software:

**InDesign CS, QuarkXpress 6 or earlier**

Must include all linked pictures, logos and graphics (scanned or vector based). All fonts pertaining to the job should be included. Do not forget to include fonts that have been used in Illustrator eps files (logos etc.) It is helpful to use InDesign's "Package" command to ensure all necessary files are included.

**Due to Microsoft Publisher's reproduction limitations, we DO NOT recommend submitting .pub files.**

## General Guidelines for Scanned Pictures and Line Art:

When we output plates from our Imagesetter, we use a linescreen value of 120 LPI (lines per inch). To maintain the highest quality look, it is best that any scanned pictures contained in the job be at a correspondingly high resolution. As a general rule, a linescreen value of 120 LPI requires that the scanned image have a resolution of 240 DPI when used at 100% of its size. Increasing a scan's physical size in the page layout application results in degradation of quality which becomes very evident if the original resolution is not high to begin with. Line art should be scanned at 600 DPI at 100%. Black and white scanned images should be converted to grayscale in Photoshop (please make sure that they are not RGB or CMYK). Text does not reproduce well in grayscale format, therefore please supply separate files for images (200 DPI grayscale) and text (600 DPI bitmap).

## Column widths:

Column(s)	Inches	Picas
1	1.917"	11p6
2	4"	24p
3	6.083"	36p6
4	8.167"	49p
5	10.25"	61p6

## Email:

You can send us files via email at [ads@LeelanauNews.com](mailto:ads@LeelanauNews.com). Please compress your files before sending them and include all scans, digital artwork and fonts. If your file is over 20MB contact your advertising representative and request a FTP "drop box" link be emailed to you.

## Proofs:

Please submit a printout of each page so we can verify the accuracy of our output. These can be laser or inkjet proofs and must represent the most recent changes to your artwork. Mark clearly any notes or special instructions.

## Media Formats:

1.44 MB Floppy • CD-Rom • USB Thumb Drive

Leelanau Enterprise

7200 E. Duck Lake Rd. • Lake Leelanau • 231.256.9827