

Electronic file submission requirements

In order to guarantee that we are able to output your ad properly and successfully, we ask that you adhere to the specifications listed below and send the ad so that it arrives in our offices by the materials deadline specified on the rate card. If you have questions about an ad's format, please contact our Art Director to determine if we might be able to accept your file and, if so, to receive special specifications for the particular program you have used.

Methods Of Receiving Ads

E-mail, CDs, FTP Upload

Proofs

• Advertisers should supply a printed proof to check against for font and color issues. Proof may come in the form of high-quality slick, laser printout or fax. However, accuracy will best be measured against a quality proof.

Software Adobe Acrobat PDF preferred.

- Use Adobe Acrobat Writer to convert your file to PostScript or EPS format, and then use Acrobat Distiller to convert the file to PDF
- Embed all fonts
- Use the Convert TrueType to Type 1 option for fonts.
- Color images must be converted to CMYK and follow the resolution guidelines set forth in the Graphics section.
- Where possible, convert type to outlines in your illustration program to avoid potential type conflicts
- Be aware that PDF files can not be altered, and that any copy changes will necessitate a remission of a revised file.

Other platforms accepted:

- InDesign, Quark Xpress, Adobe Photoshop, Adobe Illustrator

Naming Files

Name your file using the advertiser's name and run (publish) date. i.e. Mikeslawfirm 8-12-05.pdf

Fonts (non-PDF platform)

- Include screen and printer files for fonts
- Use PostScript fonts only. TrueType fonts will not print to our imagesetter or convert properly to PDF format.
- For files created on PC platform, choose fonts with common names i.e. Times, or Garamond. If a similar font cannot be found, we will be required to select one from our existing font library, with a proof sent for client approval.
- If fonts are used in an EPS logo or illustration, convert type to outlines to avoid font conflicts

Graphics (non-PDF platform)

- Photos and other artwork contained in an ad should be sent along with the ad file itself.
- Color and black-and-white photos should have a resolution of 200 dpi with 100 line screen.
- Photo sizes should be relative to the space they are filling. Convert all high-resolution photos to the 200 dpi standard.
- Color images must be converted to CMYK format
- Photos should be sent with .tif or .jpg extensions.
- Line art (logos, etc.) should be a minimum of 600 dpi, with a .tif extension.

Compression

E-mail submissions may be sent as compressed files using a .sit, .sea or .zip extension only.

Typesetting Services

Connecticut Law Tribune has the capability to typeset your ads using the latest quality graphics programs. Ask your advertising representative for details. All typesetting and layout costs will be rebilled to advertiser except for Key Code changes, and are noncommissionable.