NATIONAL CATHOLIC
REPORTER

DISPLAY AD SPECIFICATIONS

PREFERRED SOFTWARE APPLICATIONS FOR CREATING NEWSPAPER DISPLAY ADS:
Listed below are the best software programs that should be used to create your display ad for digital formatting using either a Mac or PC. We can accept your display ad by email or on disk.

SOFTWARE PROGRAMS TO CREATE DISPLAY ADS:
- QuarkXPress
- Adobe PageMaker
- InDesign
- Adobe Illustrator

FULL COLOR DISPLAY ADS:
CMYK is the process for "spot" or full color ads. See the rate card or talk to your account executive for full color and spot color rates.

BLACK AND WHITE DISPLAY ADS:
Black and white or grayscale images must be formatted as 100% black ink. Microsoft Word, Publisher, Works or PowerPoint cannot be used to create 100% black and white ads. (The black produced by these programs is a four-color black and would be read by the printer as a 4-color process black so you would be charged for a full-color ad.) To achieve an ad with 100% black font, the ad must be created using one of the software programs list above. We check all black and white ads for 100% black ink.

DESIGN SERVICES:
We have a freelance designer who can create your display ad. Rates range from $35 to $150.

IMPORTED IMAGES: EPS, TIFF, JPEG
During the process of creating a display ad, images imported or placed into a display ad would be saved as a CYMK, grayscale or line-art (bitmap) image. Image resolution would be max 250 dpi for CYMK and grayscale images (photos, graphics with color or shades of gray) and 600 dpi for black and white line art (black and white only). Graphic images like logos or backgrounds downloaded from the Internet are not suitable for use in display advertising because the resolution of graphics saved from the web is too low (72 dpi) to provide the clarity needed for a print display ad. (They work fine for creating online ads, however.)

HELPFUL HINT: PAGEMAKER, INDESIGN AND QUARK FILES:
If you create the document in Adobe PageMaker, use the "Save for Service Provider" plug-in that will save a COPY of your original file and assemble and copy all the font files and graphic images you've used in a new folder. When using InDesign software use the "Package" command. QuarkXPress does almost the same thing with its "Collect for Output" command except it doesn't collect the fonts used in the document; you will have to collect them separately.

DISPLAY AD FILE COMPONENTS REQUIRED WITHIN THE DESIGN OF THE AD:
- Font files, including fonts used in graphics, should be embedded into the design and file format or the printing press may substitute the font you used to design your ad with one that is the best possible match.
- Font names and ID numbers must match those used in your document.
- We prefer 250 dpi PDF files.

SUBMISSION OF DISPLAY ADS:
Display ads should be submitted in PDF file format. Please name your ad file for your own organization's name and issue date. Display ads are due three weeks prior to the issue date. "Listing" display ads are due three weeks prior to the issue date. Email display ads to your sales representative.

For more information contact the advertising department:

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