

INSTRUCTIONS FOR SUBMISSION OF COMPUTER-GENERATED ADVERTISING MATERIAL TO THE NEW REPUBLIC MAGAZINE

The advertiser is responsible for providing complete and accurate digital files. For your advertisement to print correctly, you must follow the guidelines below. THE NEW REPUBLIC will not be responsible for printed errors caused by any oversight on the part of the advertiser.

PREFERRED FORMAT

PDF files, distilled at high resolution with fonts and graphics embedded. Use grayscale for black and white ad photos, CMYK for color. No RGB. If you can provide this format, skip the Software, Fonts, and Scans sections below.

Software

We use QuarkXPress (version 5) for the Macintosh. We can also support Adobe Photoshop (version 5.5 or earlier) and Adobe Illustrator (version 10.0 or earlier).

Fonts

Be certain to **provide on disk all screen and printer fonts included in the advertisement.** Ads submitted containing EPS files created in Illustrator or Freehand should have fonts converted to outlines. Do not use “pseudo-type” commands in your Quark document. An example of a “pseudo” italic is shown below:



Use the actual italic version of a font. (Or bold, or bold italic, etc.) If a true italic version is not available, do not use italics—or use a different font.

Scans

All graphic images must be saved in a format that is compatible with Adobe Photoshop, preferably TIFF. Resolutions should not exceed 600 pixels/inch. Color images must be saved in CMYK format, not RGB or Pantone. Graphics used in black and white ads must be saved as grayscale. **Images must be sized correctly before importing into your page layout program. They must be placed at 100%** (a 5% plus or minus margin—95% to 105%—is acceptable). Graphics must not contain additional image area that will not print; crop out unwanted portions of the image before importing to page layout.

Compatible Media

3.5" diskette | Zip disk (100 MB) | SuperDisk (120 MB) | CD-ROM

If you would like your media returned, please provide instructions including your name and address, clearly marked.

Electronic Transmission

E-mail your file or files in a self-extracting document to BSteinke@tnr.com, HRiggs@tnr.com, and JuddsFTP@aol.com. Only one transmission is necessary... simply CC: the multiple e-mail addresses. We prefer StuffIt compressed files, or a self-extracting file created with similar software. You must fax a proof of the ad to your advertising department representative (202-628-9380). Color ads require a press reliable color proof if you're concerned about color matching.

Checklist (what to provide, if not PDF file)

- The document containing the ad itself (e.g., QuarkXPress document).
- All graphics included in the ad, such as logos or other scans. Make sure all files are "linked."
- Screen and printer fonts in your ad. **Do not overlook fonts that may be embedded in EPS files.** Do not send additional fonts that aren't in your ad. Keep font families separated by folders.
- Some sort of *accurate*, positive *proof* (e.g., digital proof, velox, MatchPrint) that our printer can use to reference *how you want the printed ad to appear*.
- An *accurate* color proof for color ads, especially. If you deliver your ad(s) via e-mail, remember to FedEx or mail a color proof ahead of deadline.
- Name and phone number of a person to contact in the event of technical problems.

Miscellaneous

Color in advertisements must be produced in CMYK, unless other arrangements are made in advance. Any disk intervention required by the magazine or our printer for digitally supplied advertisements, in order to comply with any of the requirements on these pages, or to fix a damaged disk, will result in a charge to the advertiser of \$96 per hour (the same fee our printer charges us).

Production Contacts

Bruce Steinke, Production Director (BSteinke@tnr.com)

Henry Riggs, Production Manager (HRiggs@tnr.com)

Phone number:

202-508-4444

Advertising Fax Number

202-628-9380

THANK YOU!



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