THE NoCOUG JOURNAL
DIGITAL GUIDELINES

CROSS-PLATFORM ISSUES – *The NoCOUG Journal* is produced using Macintosh equipment and primarily with Adobe Illustrator, Adobe Photoshop and InDesign software. These software applications are available for Windows OS computers; and ads created with these applications may be submitted as well. However, only Adobe Postscript typefaces should be used for digital files created on non-Mac computers. Any ads submitted using non-Adobe typefaces unavailable to the production team on Macintosh equipment (we cannot use Windows fonts) will be altered using substituted typefaces. Adobe Illustrator users can use the "create outlines" option to change all type to graphic elements. Adobe Acrobat (PDF) format files are our preferred program for ad submissions. ***These should be created using standard "Press-Optimized" preferences.***

AD SUBMISSION – When submitting digital ads, please be sure all the points below are adhered to. All digital ads must be sent on the supported physical media, with the specified number and type of proofs, created in the supported software and correct image format, and with all fonts and linked graphic elements supplied. Ads created with non-supported software applications and incorrect formats may be rejected or corrected at the designer's discretion, with all fees billed at cost to the advertiser. Similarly, all fees for digital check-up and output will be charged for ads submitted without the appropriate proofs as described below.

SUPPORTED PHYSICAL MEDIA – Digital ads may be submitted by email (ken-l@giraffex.com), on floppy, 100MB ZIP, 250MB ZIP or CD-ROM (Macintosh or ISO format) disks.

PROOFS – All digital ad submissions must be accompanied by the appropriate proof(s).
- Monochrome ads should be accompanied by a composite laser or inkjet proof at full ad size.
- Color ads should be accompanied by a set of color-separated laser or inkjet proofs at full ad size, PLUS a digital color proof of contract quality from a calibrated "soft" proofing device (Iris, Rainbow, Stylus, etc.).

The designer accepts no responsibility for color shifts and/or any other unexpected printing result for ads submitted without the specified proof(s), or if proofs other than those stated above are supplied.

SOFTWARE – Adobe Photoshop, Adobe Illustrator and InDesign are the software applications supported for *The NoCOUG Journal*. Adobe Illustrator ads must be saved as EPS format (with color preview on color ads). Please avoid the use of "placed" Illustrator EPS containing other "placed" graphics within your ad. InDesign ads should be submitted with all linked graphic elements. Color ads with defined color elements should be set to CMYK color space and to output as separations. All linked color scans must be supplied in CMYK format.

FORMATS – All scanned photos should be at the correct resolution in either TIFF or EPS format. Resolution at 100 percent of OUTPUT size should be at 300 dpi. Monochrome images should be tailored to the type of paper stock used. Color images must be supplied in CMYK format. Please note, images and logos from internet websites are not usable because of their resolution and color format. Similarly, digital camera images should be avoided for similar reasons, though they may be acceptable dependent upon the resolution of the camera and image compression settings used. We have made every attempt to make these guidelines clear. If you do have questions, please contact us at ken-l@giraffex.com.

Thank you.