

# New Mexico Kids!™

## *Guidelines & checklist for digital files*

Because of the flexibility of digital files it is impossible for *New Mexico Kids!* to support all of the formatting choices. Therefore, to ensure proper rendering of your ad please try to adhere to the following recommendations.

### Supported Formats and Software

- **PDF is our format of choice. When you create a .pdf using the correct settings you guarantee accurate image placement and text formatting. When creating a .pdf always use the "PRESS QUALITY" setting.**
- **InDesign:** If on the Mac platform convert all text to outlines and collect all images. If you use a PC, either convert the text to outlines or collect both text and images.
- **QuarkXPress:** On the Mac, collect fonts and images and we will attempt to convert fonts to the PC platform. On the PC collect fonts and images.
- **Adobe Illustrator:** Convert fonts to outlines and embed all images.
- **Adobe Photoshop:** *Submitting your ad as a Photoshop (or any bitmap) file is not a good idea—small text can be fuzzy and difficult to read. Photoshop, and other pixel-based programs are designed to create images—which should then be exported to one of the page layout or vector art programs listed above. These programs are designed to manage text and image placement. If you must submit your ad as a bit-mapped file, create it at 300ppi and save as a .tif.*
  - **NOTE: All blacks must be 100% not 4-color blacks. All line weights must be no less than 1 pt. All hidden images must be deleted from final file. All of these are printer requirements and could result in additional charges to you.**
- **Do not send files created in Publisher or Pagemaker!** If you must use a Microsoft product to build your ad use Word and then PDF or send the Word file along with the fonts.

### Production Notes *(be sure to check all items)*

- Dimensions for ad size are correct (if they aren't, we'll have to re-size to fit, which could cause some distortion).
- If a .pdf has not been made, you have converted all fonts to "Outlines" or have included them with your document.
- All placed images have been embedded or included.
- All images are between 200 and 300ppi (pixels per inch) Please don't send us 72ppi images (a resolution fine for the Internet or viewing on your monitor, but terrible for print).**
- All images are in the .tif or .eps format. Generally a JPEG (.jpg) image or GIF image do not have the required resolution for print.
- All digital files must be accompanied by a hard-copy proof.
- Please name your ad with your business name** (e.g. *Mesa Preschool.pdf*). This helps us organize the hundreds of ads we get in before each magazine goes to press.

Ignoring these guidelines could result in additional fees for ad correction/revisions. Fees are calculated at an hourly rate of \$40/hour. If you're having problems with any of the above call Laurette Luff at 505-480-2144 or e-mail: [laureleafdesigns@comcast.net](mailto:laureleafdesigns@comcast.net). She'll do her best to answer questions.

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