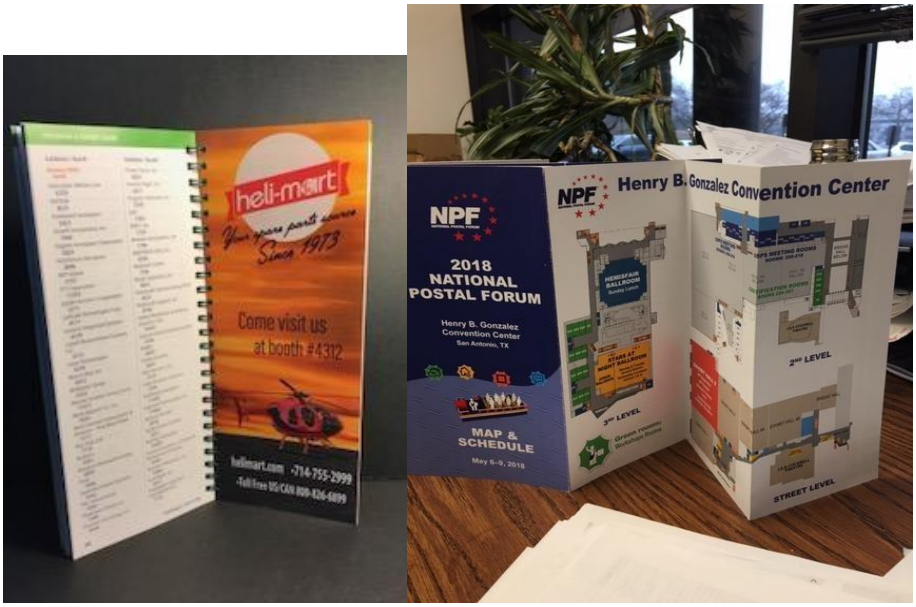
General Requirements for advertisements for National Postal Forum Publications.

Sample of publication:



1) 5” x 9” full-page ad.
2) 5” x 4.5” half-page ad
3) **4”x 9” Panel on NPF Program Matrix**

5 x 9: Allow 3/8” clear text space border to accommodate spiral spine, and 1/8” bleed.

Send all artwork to:

Mary Guthrie
National Postal Forum mguthrie@npf.org

Deadline for ad material is March 22, 2027.

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File construction

Create the advertisement to match the page size of the publication without the need to reduce or enlarge the file. For partial-page ads, consult the publisher of the magazine for acceptable sizes.
If the advertisement is to bleed, please make sure that any elements are large enough to accommodate the bleed. This is particularly important with photographs.

Do not run critical copy too close to the trim area.

All raster images should have an ending effective minimum resolution of at least 300 dpi. (450 dpi is preferred.)

Adobe Photoshop is not a good choice for setting large quantities of text.

To help avoid font problems at production time, convert any fonts to outlines in imported graphics. Create the file using CMYK color space.
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In the case of a non-PDF file, all digital components of the advertisements must be sent.

This includes:
The base document (InDesign, Quark files, etc.)
All photos
All logos
All fonts for the document, plus any fonts that may be in imported graphics (for Type 1 fonts, both screen and printer components are needed)
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For PDF file ad submissions, the PDF file needs to include:

High-resolution images in CMYK color space

All fonts embedded. Note that some fonts are programmed in such a way that embedding them is forbidden by the manufacturer.

We recommend that Acrobat Distiller 5 or 6 be used to create PDF files. Please do not use "PDF Writer" or similar printer extensions. Please do not "lock" the PDF files with passwords.

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A proof of some type is highly recommended. This can be one or more of the following:

A color printout from a color printer. (Please note that some color printer imaging methods, particularly ones that use plastic toners, can produce colors that are physically impossible to match using CMYK inks.)

A low-resolution PDF file that accurately shows what the ad should look like.

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Recommended software applications to use when creating advertisements. (These recommendations are made on the basis of past reliability of the applications in production environment.)

Adobe InDesign 2, CS (3.0)
QuarkXPress 4.11, 5.01, 6.1

Adobe Acrobat and Acrobat Distiller 5, 6
A Distiller job options files can be downloaded from http://www.colorcraft-va.com/clientaccess/Distiller_jo/

Adobe Illustrator 8, 9, 10, CS (11)

Adobe Photoshop 5, 6, 7, CS (8.0)

Also accepted:
Adobe Pagemaker 6.5, 7
QuarkXPress 3.11
Macromedia Freehand 8, 9, 10, MX (11)

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Applications NOT recommended:

CorelDraw (any version)
Business productivity applications
"Home publishing" applications