

RODMAN PUBLISHING'S SUPPORTED SOFTWARE VERSIONS FOR AD FILES

COSMETIC PACKAGING & DESIGN • COATINGS WORLD • CONTRACT PHARMA • HAPPY
INKWORLD MAGAZINE LABEL & NARROW WEB • MEDICAL PRODUCT OUTSOURCING
NONWOVENS INDUSTRY • NUTRACEUTICALSWORLD • PHARMA & BIO INGREDIENTS

- Adobe Acrobat Distiller versions 4.x, 5.x, and 6.x (using Rodman PDF settings)
- Adobe Illustrator EPS saved as versions up to and including 10.x
- QuarkXPress 4.x, 5.x and 6
- Adobe InDesign 2.x

Adobe Acrobat PDF Files (PDF is the preferred format for ad files.)

- PostScript Printer Description File •
-PDF files must be Distilled from PostScript files generated with the PPD that is available for download through the Rodman Prepress Site ("Rodman.PPD".)
- Adobe Acrobat Settings for version 4.x, 5.x, or 6.x Professional •
-Users will click on the link for rodman2.joboptions on prepress site

Adobe Illustrator or Macromedia FreeHand EPS Files

- Files should be set for high resolution output. Files will be output to a resolution of 2400 dpi.
- All imported images must be embedded, not linked.
- Text is set to "Convert to Paths" in FreeHand or "Create Outlines" in Illustrator.
- Save the file as a CMYK EPS.
- Be aware of effects that can be caused by transparency or flatness settings in your file. Call for more information.

QuarkXPress

- These application files can be "printed" or "exported" to PDF files, OR saved as EPS files which can then be opened into Illustrator or FreeHand to convert type to vector graphics.
- When providing page-layout application files, it is important to always supply all of the elements that went into creating the files: Fonts – both screen and printer fonts (as Type 1 fonts are recommended), Art files – vector EPS and high resolution CMYK or grayscale TIFF or EPS images. Continuous-tone-type images should have a resolution of 300 pixels per inch for publications to be produced with a 150 line screen (150 lpi), or 266 ppi for publications to be produced with a 133 line screen (133 lpi). Single-bit images need to have a minimum resolution of 600 ppi and an optimum resolution of 1200 ppi.
- Custom effects need to be applied to a graphic file prior to its import into a page-layout program. Apply any colorizing, rotation or special effects in the appropriate photo-retouching or illustration program. Refrain from using third-party XTensions or Plug-Ins in your page-layout application file.
- Do not use font menu styling to create type effects. Avoid TrueType fonts.
- Be sure that colors are specified properly in your files. If you have created any custom colors or are using Pantone colors, be sure that they are designated as "Process Separations" or "Spot" depending on the intent. Delete any unused colors from the color palette. Be sure that the ad space was reserved as a matched color vs. four color when using spot or PMS colors.
- Supply a directory listing all files copied to transfer media, or all files that are transferred electronically.
- Supply a proof with color content clearly indicated; proof needs to be a press match quality, such as Kodak Approval, Fuji, or Matchprint.

Visit the Prepress site for more information and available downloads at:

www.rodmanpublishing.com/prepress

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