

Christian News Northwest

Formatting specifications for e-mailing of ads to *Christian News Northwest*

CNNW is produced in a Windows environment. Therefore, we prefer that ad submissions, if possible, are embedded-font PDFs. This eliminates the problems with software incompatibilities, gathering both screen and printer fonts for printing, and Windows and Macintosh environments not being able to share fonts.

If you are unsure if your generated PDF has embedded fonts, please inform us of your concern, and we will direct you to another format that would work with our software environment and yours.

We accept the following formats:

.pdf (from Adobe Acrobat, Photoshop, Word from Windows 2000, PageMaker)
.tiff (any graphic program)
.eps (any graphic program)
.jpg (any graphic program)
.qxd (Quark Xpress 3-4.1)

Note: Photos and graphics need to be at correct size with 200 dpi when sent.

ALSO IMPORTANT:

--Full-color photos or scans are converted to CMYK.
--Do not place a color graphic on a black only ad.
-- Custom or Pantone-colored items in a four-color ad are converted to CMYK.
-- Make sure all text is grey scale, not "4-color black."

E-mail ad copy to: cnnw@cnnw.com