



QUARK DOCUMENT (Mac-based files only)

Quark 4.x users:

- Please note that we distribute Quark 3.3x files to our clients. Some Quark 4.x features do not retrosave, such as edit clipping path, convert text to paths, text on paths, etc.

Document size:

- Equals live area dimensions. See attached NAA/SAU chart for standard page segment sizes for 50" web.

Fonts:

- Must be Type 1 Postscript fonts (screen and printer).
- Fonts must be in a fonts folder accompanying finished file.
- Do not assign fonts attributes, such as bold or italic using the measurements palate, use the actual font.
- Use style sheets whenever possible.

IMPORTED SCANS/PHOTOS

Mode:

- CMYK or Grayscale
If feature is to be reproduced in both color and black and white, please provide grayscale versions of color images.

Format:

- .tif, .jpg, or .eps
(Tip: Set Photoshop settings to automatically add file extension to name).

Resolution:

- Minimum of 180 ppi at 100% usage size.

COBs/Clipping paths:

- Use the fewest points possible.
- Finished file should be saved as .eps.
Embed the clipping path.
- Crop any unused image area.

NAMING CONVENTION

Quark file name:

- Name with 2-letter feature code YYMMDD.qxd
Example: Nascar for March 27, 2002 will appear as: na020327.qxd

Imported photos or graphics:

- Name them whatever makes sense, but avoid using spaces, hyphens, %, =, /, \, or more than one "." in the name. To assist in readability you can use "_".
- Make sure there is a file format extension(.tif, .eps).

Color:

- No spot colors.
- All colors must be CMYK process colors.
- Delete any unused colors when document is completed using Edit Color palate.

Photos and Graphics:

- Import all scans at 100%.
- Crop out any unused portion before importing.

Collecting the file for production:

- All graphics, scans, and fonts must be included with the Quark document. You must include both screen and printer fonts for any font used in the document, including any that may have been used in imported graphics.

NOTE: Utilities such as Bureau Manager or CollectPro are recommended to make this collection process easier.

IMPORTED SCANS/LINE ART

Mode:

- Bitmap (1-Bit TIFF)

Resolution:

- Minimum of 800 ppi at 100% usage size.
Crop any unnecessary white space around image to reduce file size.

Format:

- Save as .tif with LZW compression.

IMPORTED GRAPHICS (Illustrator or Freehand):

Mode:

- Create colors in CMYK
- Please convert color to grayscale if feature is to be released in both color and black and white.

Fonts:

- Convert any fonts that won't need editing to outlines or be sure to include both screen and printer fonts with Quark document.

Placed scans:

- Be sure to embed scans into image.

As always, if you have any questions, or need assistance, please don't hesitate to call your editor or: Director, Digital Feature Services, 816-932-6727.



Fifty Inch Advertising Dimensions

Depth in Inches	1 COL. 1.833"	2 COL. 3.792"	3 COL. 5.750"	4 COL. 7.708"	5 COL. 9.667"	6 COL. 11.625"
FD*	1xFD*	2xFD*	3xFD*	4xFD*	5xFD*	6xFD*
18.00"	1x18.00	2x18.00	3x18.00	4x18.00	5x18.00	6x18.00
15.75"	1x15.75	2x15.75	3x15.75	4x15.75	5x15.75	6x15.75
11.625"						T
10.5"	1x10.5	2x10.5	3x10.5	4x10.5	5x10.5	6x10.5
5.812"	1x5.812	2x5.812	3x5.812	4x5.812	5x5.812	
5.25"	1x5.25	2x5.25	3x5.25	4x5.25		
3"	1x3	2x3				6x3
2"	1x2	2x2				6x2
1"	1x1					

1 Column 1.833" Double Truck 24.125" *FD (Full Depth) Tabloids:
 2 Columns 3.792" (There are four suggested double truck sizes:) can be 21" or deeper. Depth for each broadsheet newspaper are indicated in the Standard Rate and Data Service. All broadsheet newspapers can accept 21" ads, and may float them if their depth is greater than 21".
 3 Columns 5.750" 24.125 x FD* The T size, measuring 9.667 x 11.625, represents the full page size. See individual SRDS listings for tabloid sections of broadsheet newspapers.
 4 Columns 7.708" 24.125 x 18.00
 5 Columns 9.667" 24.125 x 15.75
 6 Columns 11.625" 24.125 x 10.50

Gutters
 between columns is equal to 0.125"

