

# 2012 Ads Submitted Via E-Mail

O B S E R V E R P U B L I S H I N G C O M P A N Y

• ALL E-MAILED ADS SHOULD BE SUBMITTED AS PDF FILES.

• ADS SUBMITTED AS JPEGs ARE NOT ACCEPTED AS CAMERA READY.

### E-Mail Addresses:

*Observer-Reporter* (Washington):  
 orartdep@observer-reporter.com  
*Observer-Reporter* (Greene County):  
 bscott@observer-reporter.com

### Converting Electronic Files To PDF

• Create a PostScript file from a document, and then use Acrobat Distiller to convert that file to a PDF (portable document format). This requires more manual steps than other methods but gives you better control over the conversion settings. For specific instructions on creating a PostScript file from the application you are using, see the application's user manual.

• When Distiller creates a PDF file, it uses the original files application and the Postscript driver on your system to create a PostScript file and then converts the PostScript file to PDF. Before using Distiller to create PDF files, you may need to select a PPD (PostScript Printer Description) file for the printer you intend to use.

• When creating your ad document and PostScript file, make them the exact size of the ad; then there is no need to put crop marks.

### Setting Distiller Job Options

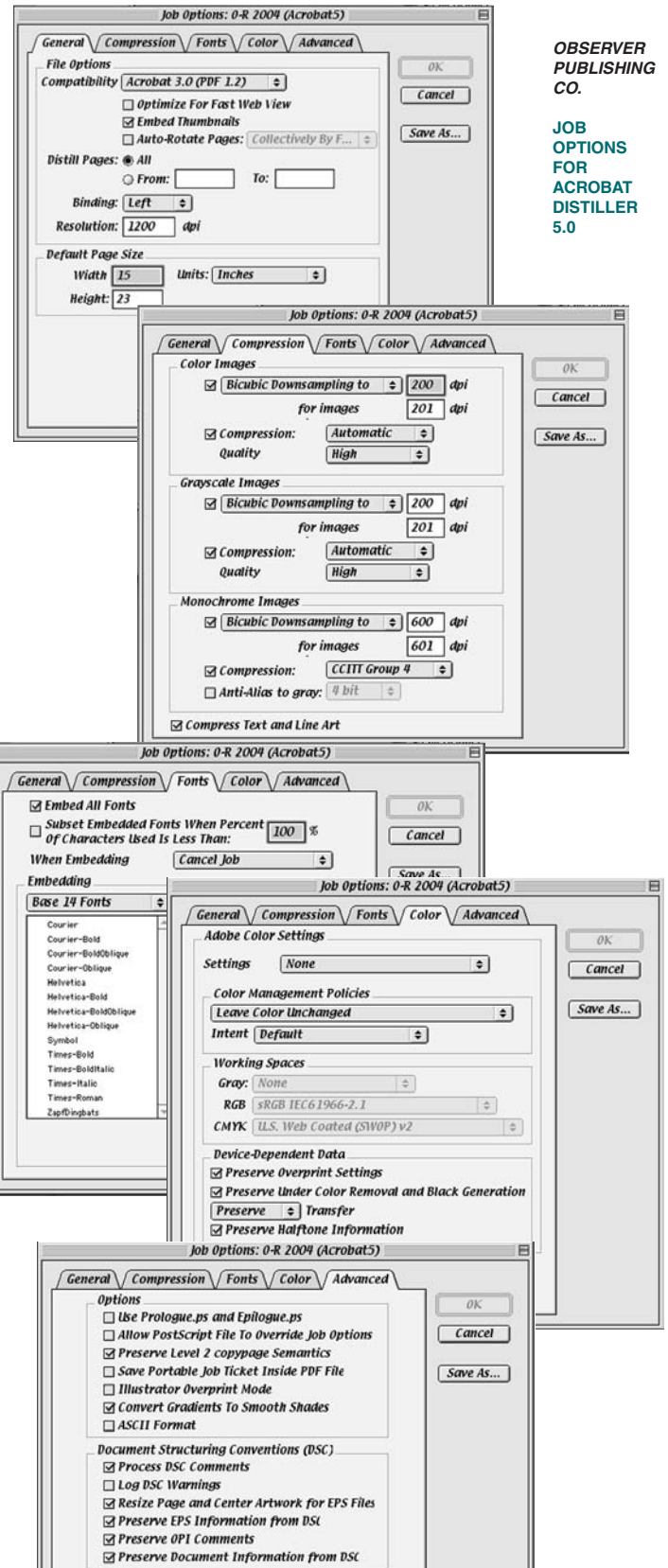
• Use the job options to the right for Acrobat Distiller 5.0.

• There are many ways and programs to make PDFs and you can have success in making them this way. But if there are problems with the PDF, we cannot assist you in correcting the problem.

• We consider e-mailed pdf ads to be "Camera Ready." We are not responsible for graphic or content errors. At times we can make minor corrections to some ads. More often, we will request that you resubmit your ad. Camera ready ads should be sent at the size that was reserved or proportionately smaller. Black type should be 100% Black even on a CMYK ad.

• When e-mailing an ad, please e-mail the ad at least TWO DAYS before run date. We need to receive Sunday and Monday ads by the Thursday before the run date.

**Please Note: We CANNOT use Microsoft Word Documents or Microsoft Publisher or similar programs as "Camera Ready Art." We can use these as a layout, but the ad will be reset in one of our production programs.**



OBSERVER PUBLISHING CO.

JOB OPTIONS FOR ACRABAT DISTILLER 5.0

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- New advertisers must submit a test ad prior to the first run date.
- Any ad found to be infected by a computer virus will be rejected. Make sure you have virus protection software on your computer.

### **Sending Your Files**

- Please send a short message with the ad attachment to include:
  1. Ad Name
  2. Ad Size
  3. Black & White or Color
  4. Which Publication and Publication Date
  5. Sales Representative or Contact Person's Name
  6. Fax copy of the ad to your sales representative

### **Double Check Before Sending Your Ad**

- Fonts should be Type 1 not True Type fonts.
- Please make sure your fonts are embedded in your PDF file.
- If the ad is color, convert all color images to CMYK. A spot color should have a CMYK conversion.
- If the ad is black & white, make sure there are not any RGB or CMYK images in the ad. (Also remove RGB colors from your color palette.)

### **Photos Being E-mailed**

- If you are sending photo(s) to be used in an ad, please send a tiff or jpeg – resolution 200.  
(Images off the Internet are usually 72 resolution or smaller.)

### **Real Estate Photos Being E-mailed**

- When sending photo(s) for a real estate ad, send the photo as an attachment.
- Identify each photo with the house number, street name, agent's first and last name, and the real estate company's name.

### **If You Wish To Submit An Ad On Disc, We Accept:**

- CD-Roms
- Macintosh compatible

### **Macintosh Production Software:**

- Adobe Photoshop 7.0
- QuarkXPress 6.5
- Multi-Ad Creator 7.0
- Adobe Illustrator 7.0, 9.0 and 10.3
- Adobe Acrobat & Distiller 5.0 and 7.0

- If you wish to submit an ad as a Quark or Multi-Ad Document, please tell your sales representative and check with the art department for proper ad preparation.

### **AD SEND Address: PAWAS**

For more details on production, contact one of the following:

**Nancy Buttlar, Creative Services Coordinator**  
724.223.2638

**Observer-Reporter Creative Services**  
724.222.2200 ext. 2482, 2470, 2425

**Observer-Reporter Greene County Creative Services**  
724.852.2602