



# SunShine Pages



## ELECTRONIC SPECIFICATIONS FOR SUBMITTED DISPLAY ADS

**PLEASE READ CAREFULLY BEFORE SUBMITTING ARTWORK!**

If you have any questions, please contact the EATEL Sunshine Pages Graphics Department at:

**We use Adobe Illustrator 10 & Adobe Photoshop 7 in a Macintosh OS 10.3 environment to create our files.**

### ONLY .EPS FILE TYPE IS ACCEPTED

#### What is EPS?

EPS files are PostScript™ and the letters "EPS" stand for "encapsulated PostScript". We currently use Adobe Illustrator 10 to create EPS files. Other layout programs give you the option of saving in EPS, however, we cannot guarantee that we will be able to use those files.

#### I don't have Illustrator. Now what?

Artwork submitted by outside sources MUST be compatible with Illustrator. If you are creating a file in Microsoft Word, Publisher, or other layout program it is best to print out the ad as you desire and allow our art department to re-create it. If you use clip art or photos, you must supply those files as well in order for us to duplicate the ad. Sending the .doc file alone is not sufficient, because the artwork is embedded within it and we cannot extract it from the file.

#### What about Quark Xpress?

While it is true that Quark can create generic EPS files, they do not translate well into Illustrator. Illustrator is created by Adobe Systems, which also wrote the programming language that is "EPS." Quark merely complies with it because it has no choice, however, the translation is often jumbled, leaving your ad looking different than you desired. If you have Quark, but do not have Illustrator, it is best to print out the ad as you desire, collect all the files for output (including fonts), and let us re-create it in our art department.

#### What about PDFs?

There are literally over a dozen ways to save a PDF, and almost all of them are unsuitable for printing. In the case of a PDF, it is best to print out the ad as you desire, collect all the files for output (including fonts), and let us re-create it in our art department.

**ALWAYS SUPPLY A PRINTED VERSION OF YOUR AD**

### PICTURE FILE FORMATS

If you scan an image, it is necessary to scan it AT LEAST at 150 DPI (dots per inch), and we request that you save it as a .TIFF file in CMYK format. If you scan at any resolution less than that, the picture will appear fuzzy, blurry, or muddy when the directory prints. Most scanning software gives you the option to change your resolution. Anything over 150 DPI is acceptable, however, there is no need to scan above 300 DPI because the change is not recognizable to the human eye.

TIFF files are better suited for print than JPEG because they contain more pixel data and don't compress any of that data. The result is a crisp, clean photo with lots of detail.



72 DPI



150 DPI

#### All I have is a JPEG. Now what?

JPEGs can be converted, but if their resolution is 72 DPI, then they will be reduced to half their size. So if your JPEG is 1 inch x 1 inch at 72 DPI, we will be forced to reduce it in order to maintain quality. Make sure the photo is twice the intended size, or it may disappear!

#### What's the difference in RGB & CMYK?

Most scanners scan in RGB format, which is better suited for your computer screen. CMYK format is what is used by most printers, and it is not the same. The human eye can see more colors than most printers are capable of printing. That is why there is a color difference from what you see on your screen than what prints on the paper.

We print in process color, which is a combination of cyan, magenta, yellow and black inks (CMYK). By saving your pictures and files in CMYK format, the shifting in color is kept to a minimum. When the printer gets to the picture data, if it is saved in RGB format, it can have a variety of adverse effects, from completely changing the colors to **not printing the file at all!**

### FONTS

Both Screen and Printer Postscript Fonts are needed in order to correctly print our ads. We will not substitute fonts without written permission from the advertiser because unexpected results often occur.

#### I don't have a Macintosh computer. Can you print my ad anyway?

As long as your file was created in Illustrator, the answer is yes. In most other cases, the ad will have to be re-created within our art department, so it is important that you provide all of the files you used to create that ad, as well as a printout for our artists to reference.

### Include on Disk:

1. Ad must be saved as an EPS File
2. Include a copy of all the fonts
3. Include all TIFF/EPS/JPEG images and graphics that you used to build the ad.
4. Media Accepted:
  - ¥ MacIntosh Formatted ZIP Disks
  - ¥ MacIntosh Formatted Floppy Disks
  - ¥ CD or DVD ROMS
  - ¥ Files compatible with the Stuffit Expander utility and self extracting archives.

### Include with Disk:

1. Label your disk with your company name, phone number & point of contact.
2. Your sales representative's name and the directory in which it will be published.
3. A PRINTED COPY of your ad or art as you would like it published.
4. A Completed E-Mail/Disk Receiving form provided to you by your sales representative.