

# → DIGITAL FILE REQUIREMENTS

**WisconsinWoman**  
Connecting Women in the Greater Madison Area

**50** *Plus*  
**Lifestyles**

**Business** *Watch*

## Applications

O’Gara Publishing (OP) will accept files created in the following applications - Macintosh only:

- QuarkXpress - version 7.2 and lower
- Adobe Illustrator - version CS2 and lower
- Adobe Photoshop - version CS2 and lower
- Adobe Acrobat - version 7.0 and lower

## File Resolutions

- All images on glossy should be saved at:  
300dpi (color and black & white)
- All images on newsprint should be saved at:  
180dpi — grayscale  
200dpi — color
- Black and White Bitmap mode images, such as scanned logos should be saved at :  
600 to 1016 dpi

\*\* Save all full-color photos/graphics or type as CMYK mode, not RGB. If you are working with Pantone or Spot Colors make sure they are also converted to CMYK.

## Tips For File Submissions

Name your file with the appropriate extension: TIFF, EPS, JPEG or PDF

**\*PDF Requirements:** Before submitting a PDF, be sure to check for any graphics or type containing RGB, spot color or JPEG files. We can’t make changes to text, check photos or convert a color PDF to a black and white PDF. All changes must be made by the client in the native program used to create the file.

### Fonts:

- All fonts must have both screen and print versions, and be useable on a Mac. No PC fonts.
- We highly discourage screening small type, especially on newsprint. Printers (web) have a difficult time registering more than one color when type is smaller than 12 point. If type needs to be screened we suggest using a sans serif type over a serif type. \*\*The quality of small screened type can not be guaranteed.
- Type smaller than 12pt should be set up as a “black overprint”

**\*Warning:** Any images using dpi less than required, will not print as desired. For example, using images from websites (72dpi) are of poor quality and will look blurry/fuzzy and jagged.

### Full page specs:

Full page: 7.25 w” x 9.5h”

Full page with a bleed: 8.5w” x 10.75h”

Trim size of publication: 8.25w” x 10.5h”



### If you have questions, please contact:

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### Advertising Sales:

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