

## Diablo Publications DIGITAL PRE-PRESS FORM

Please submit a completed copy of this form  
with all advertising materials supplied in digital format.

Questions? Please contact: Advertising Production Coordinator, Diablo Publications Phone (925) 943-1111 Fax (925) 943-1045

**Ship materials to: Advertising Production Coordinator, Diablo Publications, 2520 Camino Diablo, Walnut Creek, CA 94597**

Diablo Publications is a Macintosh Computer To Plate (CTP) environment. Adobe InDesign is the primary page layout program used. PDF/X1-a and Macintosh formatted InDesign documents submitted on disc with a high-quality SWOP-standard proof are the preferred advertising material formats.

### FOR ALL ADVERTISING MATERIALS PROVIDED IN DIGITAL FORMAT, THE FOLLOWING APPLIES:

- **Acceptable Disk formats: CD or DVD**
- **Acceptable Processed File Formats: Properly created PDF/X-1a** (CMYK, 200–400 ppi at 100% of size used, fonts embedded, etc.). Call for more information on the submission of additional processed file formats.
- **Acceptable Native File Formats for Macintosh-created documents: InDesign, QuarkXPress, and Illustrator\***. Photoshop files are acceptable for images only—ads created in Photoshop files are not advised and charges may apply.  
\*If you are using Illustrator version 9 or higher and using transparency functions, your file will be flattened at the time of output—please submit the .ai files as backup. Illustrator .eps or .ai generated from Illustrator C2S or higher are the preferred Illustrator formats. Do not down-save files with transparency functions to Illustrator version 8.
- **Acceptable Native File Formats for PC-created documents: InDesign, QuarkXPress, and Illustrator\***. Ads created in PC programs other than InDesign, QuarkXPress, or Illustrator may be incompatible and production fees may be charged to convert the ad to a usable Macintosh format.
- **Use only standard Adobe fonts in PC-created documents.** Use of uncommon fonts may render the PC format document unusable.
- **Fractional ads must be bordered and all ads must meet the specified dimensions exactly or charges may apply.**
- **Full page ad document size in page layout program must be the trim size** (i.e. if trim size is 9" x 10 3/4" the document size set up is 9" x 10 3/4"). For ads that bleed, pull bleeds 1/8" out over the trim on all sides of the document, keeping all images and text not intended to trim at least 1/4" in from the trim (safety).
- For ads created in InDesign, QuarkXpress, or Illustrator, and **submitted in native file format, supply your work as an original document**, not as an EPS file. This will allow us to make corrections for you as needed.

### PLEASE CHECK THE FOLLOWING BEFORE SUBMITTING YOUR FILE:

- Convert all RGB files and spot colors to CMYK** (Convert all RGB files to CMYK using the CMYK color profile "U.S. Web Coated (SWOP) V2" and then embed the profile in the Photoshop file. Contact your ad coordinator if you need this profile.)
- Photo resolution between 200–400 ppi at 100% of the final image size used.**
- Include all fonts on disk** when submitting files in Native File Format. (Include both screen and printer fonts when applicable.) For PC-formatted documents, PC fonts will be swapped with Macintosh format Adobe fonts—some reflow may occur.
- Use only OpenType and true Postscript fonts** throughout. False bolds, false italics, etc. should not be used.
- Include all linked files** (logos, illustrations, photo images, etc.) on disk as separate documents.
  - Submit 4-color images in Photoshop EPS format with Binary Preview and no compression, or in PSD format.
  - Submit b/w images in EPS, TIFF, or PSD format.
- A hardcopy high-quality composite proof that meets SWOP specifications (Kodak Approval, Epson Proof or other SWOP-standard composite proof)** must accompany all materials submitted electronically or on disk. Color match attempts cannot be guaranteed if a color laser or low-quality color proof is provided. For full-page ads, if a SWOP-standard proof is not supplied, Diablo Publications will produce one at a cost to the advertiser of \$60.00.
- A printout of disk contents and the completed information below must accompany all materials provided on disk.**

### PLEASE COMPLETE:

Advertiser: \_\_\_\_\_ Publication & Issue: \_\_\_\_\_  
 Disk submitted by: \_\_\_\_\_ For file questions contact: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Job name on disk: \_\_\_\_\_  
 Ad dimensions/size: \_\_\_\_\_ Color or B/W (circle one) Return disc\*\*: Yes No (circle one)  
 Program used with version: \_\_\_\_\_

**NOTE: If the document cannot be readily opened, or its components are substandard, the disk will be returned. Client will be advised of appropriate production charges that apply if the disk does not meet specifications detailed in this form. Ads submitted without a completed Digital Pre-press Form and required documentation will be assessed a \$25 processing fee. \*\*Camera ready advertising materials will not be returned unless requested. If you would like your materials returned, include a self-addressed, stamped envelope with your ad submission.**