

Western Livestock Journal®

The Newspaper for Livestock People

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ELECTRONIC FILE PREFERENCE

ACCEPTABLE Page Layout Programs:

QuarkXpress 5 – PC & Mac – QXD – Collect for output
Illustration Programs:

Adobe Illustrator 7.0 – PC & Mac - save as EPS file

ACCEPTABLE File Formats:

TIFF – PC & Mac – Use CMYK (78%K), grayscale (87%K).

NO RGB. All color photos should be scanned at 133 lpi / 266 dpi.; black/white photos at 85 lpi / 170 dpi. Photos should be scanned for actual finished document size.

EPS – PC & Mac – Use binary encoding, 8-bit tif preview

PDF – PC & Mac – We encourage the use of PDF files. The

file needs to be created in the distiller function of Acrobat Distiller and **not** PDF maker in your print setup. Before sending PDF file, call us for specific specifications required. A step-by-step distiller settings guide can be faxed to you, providing a customized template for our printer's needs. This is very important to ensure a quality product.

Fonts: We use Adobe Type Library fonts or Type1 fonts. Please note fonts not provided with files will be substituted with the nearest matching font. TrueType fonts are not recommended and may be substituted also. *Please be sure to include hard copy with document.*

Media: Zip disk, floppy disk, CD-Rom.

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Microsoft Publisher – Cannot open or convert files

Adobe FrameMaker – Cannot open or convert files

Microsoft Word and Excel – Cannot include word art or images, only able to use for text or tables

Microsoft PowerPoint – Not a postscript program, uses RGB

UNACCEPTABLE File Formats:

GIF – An internet only format, RGB and low resolution

RGB – An internet color system only, computer monitors only

JPG – All jpg files will be converted to TIFF file format; printing results are unpredictable

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