

Land and Water

THE MAGAZINE OF NATURAL RESOURCE MANAGEMENT AND RESTORATION

P.O. Box 1197, Fort Dodge, IA 50501 • Phone (515)576-3191
Fax(515)576-2606 • Internet: <http://www.landandwater.com>
e-mail: landandwater@frontiernet.net



Mechanical Requirements

General Information: Land and Water is printed completely with computer-to-plate technology. Printing method: heat set web offset. Binding method: saddle stitch. Color rotation: cyan, magenta, yellow, black. Land and Water layout is done entirely on Macintosh computers. If submitting a PC file, please send it as a PDF or TIFF.

Submission: Mac formatted zip or CD can be shipped to the Land and Water office at 320 A Street, Fort Dodge, Iowa 50501. Please do not send film. Digital files can be e-mailed to landandwater@frontiernet.net.

Formats: Electronic file formats accepted: Quark XPress 6.0, Photoshop 7 and Illustrator. PDF's, Photoshop tiff and eps files preferred. All other application files must include fonts. File formats such as PICT, PAINT, GIF, and Quicktime are not acceptable. An image downloaded from the internet is not acceptable for print. Images should be saved at a resolution of 300 dpi. All images need to be saved as CMYK.

Fonts: For Quark XPress files, send Adobe Postscript Level 1 or 2, both printer and screen fonts. For Photoshop EPS files or Illustrator files where the fonts have been turned into outlines, you do not need to include the actual font files. We do not accept Windows fonts.

Sizes: Magazine trim size 8 1/4 x 10 7/8 inches. For full page ads, document should be set to the actual trim size of the magazine. Bleed page overall size 8 1/2 x 11 1/8 inches. Bleed ads should extend 1/8" beyond the edge of the page.

File Preparation: All specified color, images and scans must be in CMYK mode. RGB color must be converted to CMYK. Resolution should be 300 dpi. Include all image links and fonts. No LZW compression. If using Illustrator, turn the fonts into outlines before saving the file. Supply Quark "Collect for Output" report. Every ad, regardless of the program it was created in, must include a hard copy proof.

PDF Submissions

You can use InDesign 2.0, Quark 6.0, Illustrator 10, and PhotoShop 7 to create PDFs directly out of the application file. With all other authoring software, you need to print a Postscript file (print to disk/file) and distill it using Acrobat Distiller 4.0 or higher rather than printing a PDF directly out of the application.

The print driver to use is Adobe PS 8.5.1 or higher (do not use Acrobat PDFWriter).

Because PDF files were developed for web based publishing, many desktop publishing applications do not support 4 color printing. Check the application you are using to be sure that it supports CMYK separations.

All images placed in the PDF file should be in CMYK (not RGB) mode. Images should be composite eps or tiff files and resolution should be a minimum of 266dpi.

Check your document to be sure all placed files are linked.

Before printing the PDF or postscript file, check to make sure the fonts used in the document are active.

If using a Mac, fonts should not be stylized (ex. Use the Helvetica Bold font, do not use Helvetica and select Bold from the style menu).

To maintain bleeds, add 1/4" to the paper width and height in the print box when you write the postscript file. Do not make the DOCUMENT size 1/4" larger. The document size should be the trim size of the magazine.

For more detailed instructions on job options settings for print quality PDF's, contact Land and Water at 515-576-3191.