

Guidelines for advertising submissions

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Formats

We can accept ads in the following formats:

- PDF** PDF is the best format to submit an ad. Since we can make very few and minor changes to a PDF, they should be prepared exactly as needed for print. Please see tips below for the best methods of creating PDF ads. If you are unsure, send what you have and we will let you know if there are any problems.
- Adobe InDesign** Mac, through version CS3, packaged for output with links and fonts. Windows versions acceptable but fonts will have to be replaced with closest Mac version (better to make a PDF).
- Quark Xpress** Mac versions only, through version 4.1. Include all links and fonts.
- PageMaker** Mac versions only, include all links and fonts.
- EPS** EPS from Illustrator files, etc. Embed all links and fonts, or convert fonts to outlines.
- JPEG or TIFF** Grayscale or color files should be at least 200 pixels per inch at 100% reproduction size. Bitmap line art should be at least 1200 ppi.
- Word files** Word files are acceptable as text to be copied and pasted into the ads we create. Word files cannot be used as completed ads. Please do not send pictures pasted into word files — send the original picture files instead.

PDF ad creation tips:

- PDFs are best made with Adobe Acrobat Distiller, using press output job options.
- Grayscale (black and white) photos should be adjusted to 90% black at the darkest points.
- Black-and-white ads should not contain colors or produce color plate output.
- Color CMYK files should be adjusted to 230% ink at the darkest points.
- Do not use RGB or spot colors in ads.
- Fonts must be embedded, or embedded subsets.
- Do not use OPI.
- It is best if you create your original document to the exact size of the ad. This way the ad will place directly in the space required, and crop marks will not be needed. Bleed marks, bleed area, and registration marks are not needed.

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Sending us your files:

Web Site upload The best way to send us files is to use our Web site upload. A link to the upload can be found on the Herald Information page on the Herald's Web site at www.catholicheraldsacramento.org. Once you have logged in*, use the "browse" button to locate the file you wish to send on your computer.

*Please e-mail heraldproduction@diocese-sacramento.org to receive the user id and password to log in to the upload feature.

Once you have uploaded your file/s please send an email to heraldproduction@diocese-sacramento.org and let us know your files have been uploaded.

E-mail Files 10MB or smaller can be e-mailed to heraldproduction@diocese-sacramento.org. Files larger than 10MB please optimize or compress as necessary to reduce the file size.

When sending packaged application files, please place in folder and stuff or zip with the appropriate software.

Disk Please mail files on CD or floppy disk to: The Catholic Herald, 2110 Broadway, Sacramento CA 95818.

For ads we create, we can accept the following file-types for art, such as logos or photos:
PDF, JPEG (JPG), TIFF, EPS, PSD (Photoshop)

Ad sizes for The Catholic Herald and El Heraldo Católico:

AD WIDTHS	1 Column	2 Columns	3 Columns	4 Columns	Full Width (6 col.)
	1½ inches	3⅛ inches	4¾ inches	6⅜ inches	9⅝ inches
9 picas	18p9	28p6	38p3	57p9	
Full page height is 15 ½ inches					

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