

# MATERIAL SPECIFICATIONS

NATIONAL OIL & LUBE NEWS (Effective 10-1-08)

## MATERIAL SPECIFICATIONS

Binding: Saddle Stitched • Trim: 9" x 10-7/8"

Full page bleed size: 9-1/4" x 11-1/8"

For a complete listing of NOLN's

Material Specifications, visit [www.noln.net](http://www.noln.net)

## SOFTWARE

Compatible software applications and versions are:

- InDesign CS3 or previous
- Illustrator CS3 or previous
- Photoshop CS3 or previous
- QuarkXpress 6.0 or previous

## MEDIA

Prefer Macintosh format. Send original ad files on CD. PLEASE include a color proof of the ad, along with any necessary paperwork that will enable us to check your ad for accuracy. NOLN will not be responsible for errors if appropriate paperwork is not included. If ad files are e-mailed or placed on our FTP site, a hard (paper) copy must be mailed as well.

## FONTS

If sending native files, include all fonts, including fonts used in linked eps files (both suitcase and printer files). Use Adobe Postscript fonts.

## DEADLINES

All materials must arrive at NOLN by the material close date.\* Film or hard copy materials must arrive one working day earlier.

## A QUICK CHECKLIST

- \_\_\_ Are all the fonts included (screen and printer)?
- \_\_\_ Are all linked graphics included?
- \_\_\_ Are all colors converted to CMYK?
- \_\_\_ Are all graphics saved as EPS, TIF or PDF?
- \_\_\_ Is a color proof provided at 100% scale?
- \_\_\_ Are the ad dimensions correct?

## DIGITAL AD REQUIREMENTS

Our printer uses only CMYK colors. Avoid using Pantone colors. If a second color other than black is used, please indicate the exact color used and the CMYK breakdown. Exact shades of spot color cannot be matched. Metallic inks are available; please call for details and special material specs. Avoid using screens below 20%. Any art or photos in Photoshop, please use these color settings: Set printing inks to SWOP (Uncoated) • Dot gain 25% • Separation UCR • Black ink limit 75% • Total ink limit 300%.

## GRAPHIC FILE FORMATS

CMYK or grayscale. TIFs, PDFs (only as indicated below), EPS (except in QuarkXpress). No JPEGs please. When scanning pictures: Please scan photos to the size that will be used in the ad. Color = 266 dpi • Black & White = 200 dpi

*PDFs:* Will be accepted ONLY if they are set to the following requirements: Adobe Acrobat Distiller version 4.0 or higher. PDF version must be 1.4. Resolution at 2400 dpi. Compress text and line art. Embed all fonts.

## MECHANICAL AD REQUIREMENTS

If ad cannot be furnished on disk, film separations will be accepted. Maximum 133-line screen, rightreading, emulsion side down. Ads that are sent to NOLN as film separations cannot be altered.

## MONTHLY ISSUE AD SIZES

<b>Page Unit</b>	<b>Width</b>	<b>Height</b>
Full page	8" (3 col.)	10"
2/3 Page	5-1/4" (2 col.)	10"
1/2 Page Horizontal	8" (3 col.)	5"
1/2 Page Vertical	5-1/4" (2 col.)	7-1/2"
1/3 Page Horizontal	5-1/4" (2 col.)	5"
1/3 Page Vertical	2-1/2" (1 col.)	10"
1/6 Page Horizontal	5-1/4" (2 col.)	2-1/2"
1/6 Page Vertical	2-1/2" (1 col.)	5"
1/9 Page Vertical	2-1/2" (1 col.)	3-1/4"

\*NOLN will not be liable for ad material sent directly to our printer; all prepress is handled by NOLN in-house.