

# Electronic Guidelines

Effective March 2006

NORTHERN LIFE  
GREATER SUDBURY'S COMMUNITY NEWSPAPER

NORTHERN ONTARIO  
**Business**  
ESTABLISHED 1980

## General

We are Macintosh. We prefer Adobe InDesign or Adobe Illustrator CS files. We cannot use files that have been saved in versions higher than the following:

- Quark Express 6.1
- Multi-Ad Creator Pro 6.5
- Adobe Photoshop CS
- Adobe Illustrator CS
- Acrobat 7
- InDesign CS

We can accept PC versions of these files but we may have to substitute fonts.

If your file has been created in Corel Draw, please convert to curves and then save/export as an Adobe Illustrator EPS. We also accept Microsoft Word and Word Perfect documents under some circumstances. However, we cannot guarantee the use of pictures in these programs as they may be embedded. Where possible, we would like to receive any original files and/or photos separately.

If you use TrueType fonts please convert to outlines. As well, avoid using registration to create Black. Instead, use just Black (K). Registration requires several plates to create a Black. This can be a problem when the printer tries to line up plates for small objects, such as six-point type.

## Preparing Images

Colour photos should be saved as CMYK. Black and white photos should be grayscale. For both CMYK and grayscale our printer requires a minimum resolution of 180 pixels per inch for newspaper.

Macintosh artwork should be saved as EPS (8 bit/pixels).

You can also save Mac files in the TIFF format but please check off NONE for Image Compression and Macintosh for Byte Order.

We accept JPEGs but please save at 300 pixels per inch and under Options choose Maximum Quality.

For PC files choose TIFF.

## Preparing Files

Whenever possible please gather all files. For example, package the main InDesign file, all artwork, all fonts and an EPS of the main InDesign file.

In InDesign, if you are sending just a PDF and not the main file, create an EPS. Then distill in Distiller using preset PDF/X-1a:2001. If that doesn't work choose Press Quality. Do not use TrueType fonts. Embed the fonts you use. All colour PDFs should be saved as CMYK unless it is spot colour. Please send us the EPS along with the PDF.

## How To Send Files

We do not like to use email for receiving files. Most files are too big and can be damaged or lost during transfer. When sending electronic files, please go to the following web address:

**uploads.northernlife.ca**

Please fill in the required fields. Click the "Browse" button to find and attach a file, like a regular email attachment. You should receive an electronic confirmation that your file has been successfully uploaded.

You may choose instead to send files via your own File Transfer Protocol (FTP) site. This would be a stand-alone site that only you and our company have access to. It can be set up by calling Glen Dahl at 673-5667, ext. 370.

Thank you.

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If you have any questions or concerns please do not hesitate to call us.

Lena Brunet, Supervisor, Creative Resources 673-5667, ext. 371; email: lenab@northernlife.ca • Tom Colton 673-5667, ext. 366; email: tom@northernlife.ca  
Glen Dahl, IT Manager, 673-5667, ext. 370; email: dahlg@northernlife.ca • Trisha Evans 673-5667, ext. 330; email: trisha@northernlife.ca