

**\*dead'line" n. a time on or before which a task must be completed.**



**TO:** Manufacturers and Distributors  
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**DATE:** October, 2006  
**RE:** Upcoming **deadlines\*** for **art and deal information**

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Following is an update of the dates and format requirements for deal information and imagery. These dates indicate when all information should be IN OUR HANDS for distributor publications. These dates will not change throughout the year.

### **2007 Deadlines\***

January/February 2007 issue.....	<b>November 15, 2006</b>	July/August 2007 issue.....	<b>May 18, 2007</b>
March/April 2007 issue.....	<b>January 19, 2007</b>	September/October 2007 issue.....	<b>July 20, 2007</b>
May/June 2007 issue.....	<b>March 16, 2007</b>	November/December 2007 issue....	<b>September 20, 2007</b>
		January/February 2008 issue.....	<b>November 16, 2007</b>

As you set your schedules and goals, please remember how important a timely publication is to our mutual clients. These publications are circulated to sell products, and your cooperation is essential in the success of the distributor. Please take a moment to review the format requirements for electronic files. Please pass this information along to anyone who will be sending us electronic artwork on your behalf. If that contact person changes, please let us know.

## **OUR REQUIREMENTS & CAPABILITIES**

### **Equipment Compatibility:**

- Macintosh based, Power PC (OSX)
- Ability to scan slides, positive transparencies and photographs in full color

### **Software Compatibility:**

- QuarkXPress 6.5 and below
- Adobe Illustrator CS 2 and below
- Adobe Photoshop CS 2 and below
- Adobe InDesign CS 2
- Microsoft Word (for text only/NO fast saves)
- **NO IMAGES** in Microsoft WORD
- **NO PAGEMAKER** • **NO POWER POINT** • **NO FREEHAND**

### **Removable Media Capabilities:**

- 100mb/250mb ZIP
- CDs
- DVDs

### **Electronic Files sent by disc:**

- **Disks MUST be accompanied by a printout of your finished layout and a printout of what the disk contains.**

#### **Graphics:**

- Photoshop EPS format for pictures.
- Scans should be at least 300 dpi, saved without transfer functions or halftone screens.
- Color scans-CMYK mode or RGB.
- We request full color artwork and discourage the use of line art.
- If you use Illustrator to lay out your ad, you must include a copy of any Photoshop files used.
- Due to the various sizes of our publications and because distributors occasionally make alterations, we may be required to rearrange your layout. Therefore, please keep any supporting files separate from copy and backgrounds.

#### **Fonts:**

- Our imagesetters require the use of Type 1 or Postscript fonts.  
**If True Type or PC fonts are used in your files, they will be replaced with a comparable Postscript font.**
- Include both printer and screen fonts used in your layout or graphic files containing fonts (Illustrator or Quark files).
- If a font is used in an Illustrator document, remember to either include the font on your disk or create outlines for your copy.

### **Electronic files may be transferred by e-mail to the appropriate parties above. Please format files as follows:**

- Adobe Photoshop EPS, TIFF (compressed with Stuffit or Zip) or JPEG format
- RGB mode
- 300 dpi, saved without transfer functions or halftone screens

***Please don't hesitate to contact us if you have any questions. We wish you continued success.***