

# TODAY'S CATHOLIC

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## GUIDELINES FOR SUBMITTING DIGITAL ADVERTISING

Today's Catholic is produced with technology that enhances the quality and production of the Fort Wayne-South Bend Diocesan newspaper. Today's Catholic is created using Quark Express on Macintosh G5 computers. The paper is then transmitted digitally to our printer giving us the best possible output for optimum quality.

We need to receive, or create in-house, all advertising in a digital format. This means that we can create an ad for you in-house or you may submit your ad to us via e-mail or on CD or zip disk. **Please include or fax a hard copy of your ad to ensure correct layout and font recognition.**

Ads may be submitted in the following formats:

- PDF (Portable Document File) **preferred**  
**Must be compatible with Adobe Acrobat. Fonts must be embedded**
- EPS (Encapsulated PostScript) Please convert fonts to paths while exporting.
  - JPEG (a compressed picture file format)  
Please make images 300 dpi and CMYK if using color.
- TIFF (Tagged Image File Format)  
Please make images 300 dpi and CMYK if using color.

To send your ad via email send to: Francie Hogan      fhogan@fw.diocesefwsb.org  
or Mark Weber      mweber@fw.diocesefwsb.org

Please don't hesitate to call with any questions or concerns.

Thank You