



· THE JCA COMPANY ·

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### Software and Graphic Specifications

Acceptable file formats include Macintosh or Windows versions of QuarkXPress, Adobe Illustrator, PageMaker, Photoshop, InDesign, and Freehand. (Contact us about other acceptable software if your application was not listed above.)

Scan continuous-tone images at 300 DPI for placement less than or equal to 100%. Scan line art at 1,200 DPI for placement less than or equal to 100%. Scan images as TIFF or EPS, whichever applies.

Ads are printed on 50# Gloss Text. **Convert all documents to CMYK** (working file and linked files). Also convert spot colors to process – all **Pastor Resources** ads are 4/C.

Please **DO NOT flatten the main working file** which causes the text and vector/line art to be converted to your bitmaps' resolution of 300 DPI. **Include files for all elements** – final document, fonts, embedded/linked files, logos, etc. (Our printer uses Linotype/Adobe and Corel Type 1 fonts. TrueType fonts are unacceptable unless they are converted to outlines/paths.)

### Submission Instructions:

- The name of the working file should include **your company name** and the **corresponding Pastor Resources' issue**. (e.g., "YourCompanyName\_PR0306")
- Include files for **all elements** – final document, uncommon fonts, embedded or linked files.
- Provide a **hard copy** (by mail) or **PDF proof** (by e-mail or FTP) of final document at 100% size to help us ensure all fonts and images are included.
- Please **compress all files into one archive** with either WinZip or Stuffit.

The following are options for submitting your artwork...

- **FTP** (preferred method – FTP software required as HTTP methods will not work)  
IP: 216.105.147.101  
user: ftpJCAupload  
pass: artup2003  
**Please create a directory for your files before uploading** – name the directory according to your business
- **Regular Mail** (When sending art via regular mail, please use a method with a tracking number.)  
Production Manager  
The JCA Company Publishers  
210 W Poinsett Street  
Greer, SC 29650
- **E-mail: (this method is NOT RECOMMENDED due to file size limitations.)**  
If you believe your file is small enough to send via email, and you're still having difficulty, check with your network administrator to verify the preset file size limit for outgoing e-mail (SMTP).



**BLEED**  
(5.875" X 7.5")

**TRIM SIZE**  
(5.375" x 7")



**TEMPLATE**

Note: the left and right margins for the text/live area need to be 1/4" (from trim) to safeguard against the "shingling" effect.

**TEXT AREA**  
(4.875" x 6.125")

0.625" (background/texture allowed; no text)

**IMPORTANT!** Please be sure to avoid having any text or live images in this area – only your background color, and/or texture is allowed. (The Pastor Resources response bar prints here.)