PMLA advertising electronic file submission specifications

All advertisements should be submitted in Adobe Acrobat PDF format and e-mailed to pdfads@mla.org. Additional information about submitting ads for *PMLA* is available on the MLA Web site. For information about Adobe Acrobat products and PDF documents, please visit Adobe's Web site at http://www.adobe.com/acrofamily/main.html.

To make sure files are printed correctly, please adhere to the following guidelines.

Submission specifications

Ad pages: Please submit each ad as a separate PDF document. Do not send multiple ads as spreads or multiple pages in one PDF file.

Document size: Ads must be submitted at 100% of final ad size; no bleeds or crop marks should be included with the ad. Full-page ads are 6 inches wide by 8.75 inches high; half-page ads are 6 inches wide by 4.25 inches high.

PDF final output: Composite, high-resolution (300 to 600 dpi), PDF file(s) only, please. Additionally, PDF documents should not contain any of the following Acrobat features: annotations, comments, signatures, printer marks, passwords, security options, attachments, live hypertext links, bookmarks, embedded movies, links to external applications, document read / flow settings, or metadata.
Important: When creating PDF files using Quark XPress v. 5 or later, deselect the OPI PPC extension in the XTension Manager found in the Utilities menu.

Fonts: All fonts used in the advertisement must be embedded in the PDF file. Use PostScript fonts only; do not use TrueType fonts.

Embedded art: All embedded art must be high-resolution (300 to 600 dpi), grayscale art, or vector graphics; do not use RGB values. *Note:* PMLA *is printed in black and white. Please do not submit any color artwork.*

Colors: Convert all document color values to CMYK or grayscale. All predefined application RGB colors must be removed from your document; do not use Pantone or spot colors.

Document encoding: When creating PDF documents, use Binary encoding instead of ASCII.

Compression: Do not use file compression in any art files; turn off LZW compression for embedded TIFF files. If using Adobe Acrobat Distiller, please refer to the *PMLA* job option settings later in this document.

File names: Please use the following file naming convention when saving and naming PDF files:

PublisherName_PMLA-Pubdate_ad#.pdf

For example, a PDF file placed in the March 2003 issue of *PMLA* by the MLA would be named **MLA_PMLA-March03_ad.pdf**. If there is more than one advertisement being inserted in the same issue, add a number for each file at the end of the file name. Examples: **MLA_PMLA-March03_ad02.pdf**, and **MLA_PMLA-March03_ad03.pdf**.

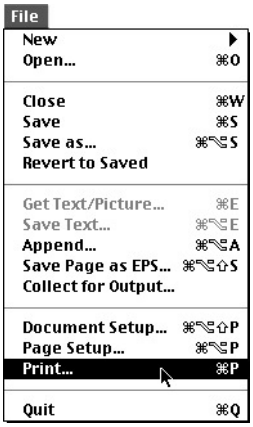
Submitting files: PMLA accepts electronic submissions either on optical disks (CDs) or by e-mail (for PDF file size less than 1 MB). If submitting more than one file by e-mail to *PMLA*, please compress the PDF files by using Stuffit Expander if working on a Mac or PK Zip if using Windows. Please add the appropriate file suffix .sit or .zip to the archive.

Proof: In addition to the PDF file, please mail a hard-copy laser proof of the ad at 100% of the document's size to Annabel Schneider, Advertising Manager, *PMLA*, Modern Language Association, 26 Broadway, 3rd floor, New York, NY 10004-1789.

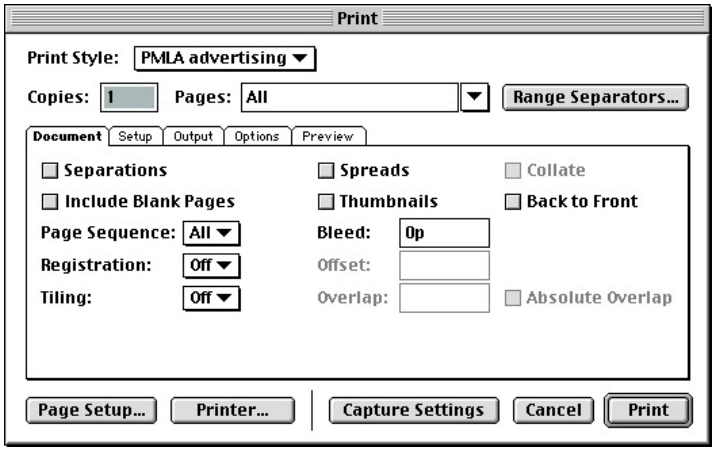
PostScripting Instructions for Quark XPress v. 4.11 documents

1. Before PostScripting your files, choose a postscript printer from your Print Menu.

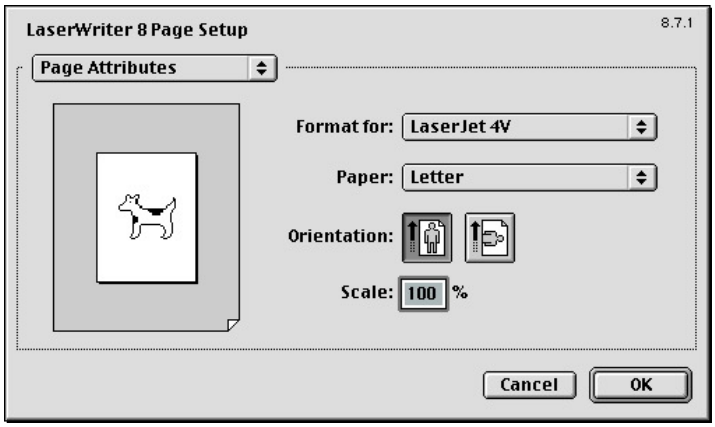
2. Return to your Quark XPress document. Choose Print from the File menu, then edit to match the following settings.



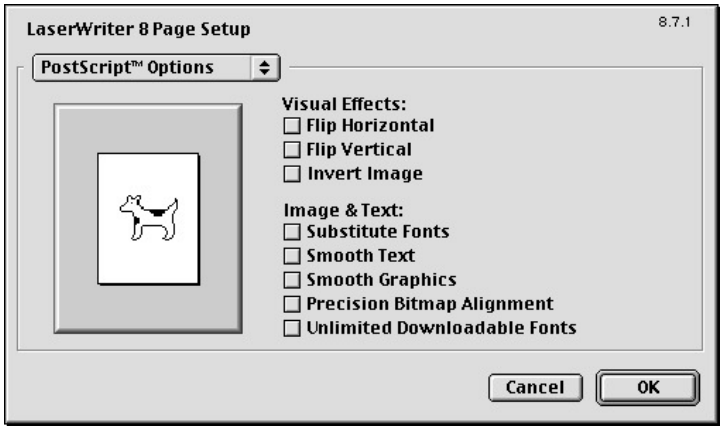
3. In the Pages range, enter the page to save as a PostScript file. (Each ad must have its own PDF file.)



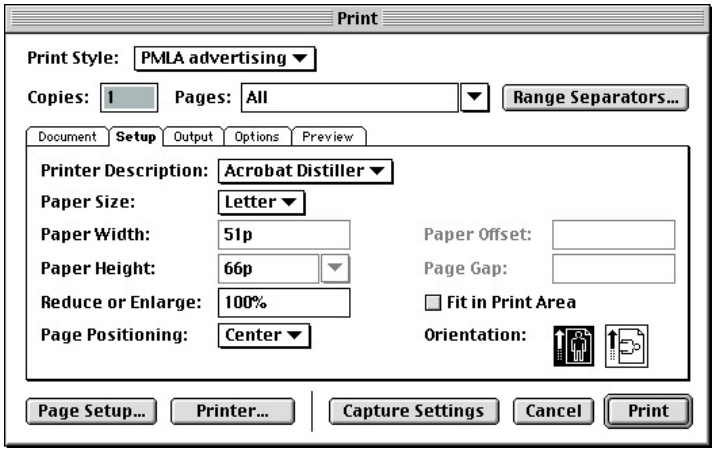
4. Click the Page Setup button and edit to match the following settings.



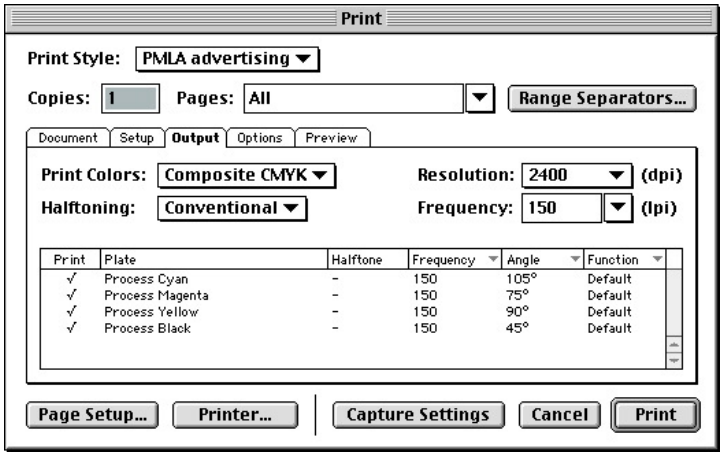
5. Click on the Page Attributes pop-up menu and select PostScript Options. Clear all selections and click OK to return to Print Settings.



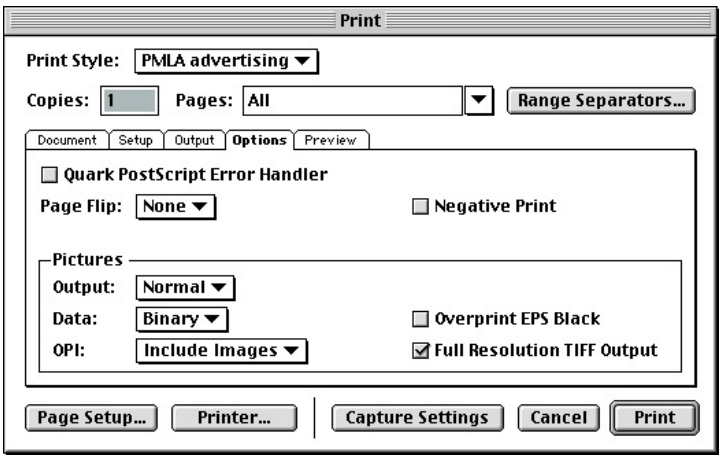
6. Click the Setup tab and edit to match the following screen capture.



7. Click the Output tab and edit to match the following screen capture.

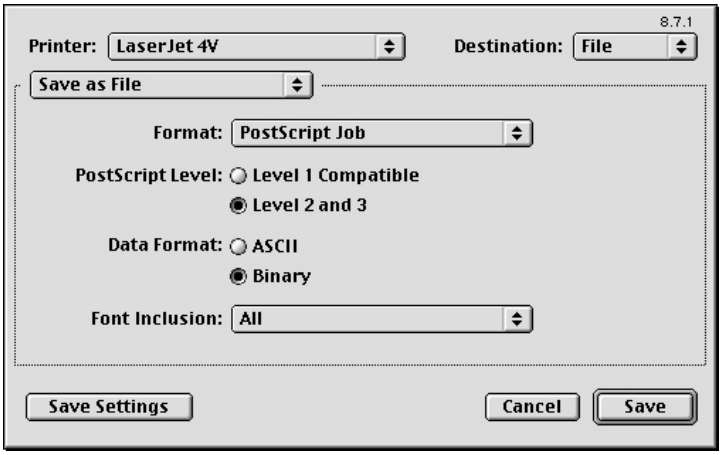


8. Click the Options tab and edit to match the following screen capture.

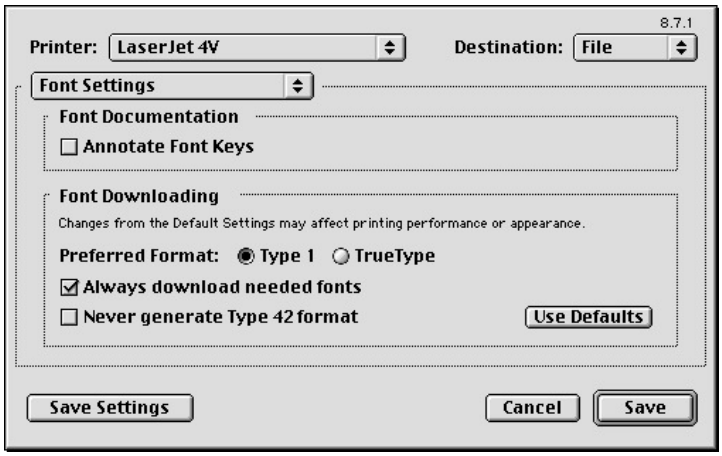


Note: Set Data option to Binary encoding. Do not use ASCII.

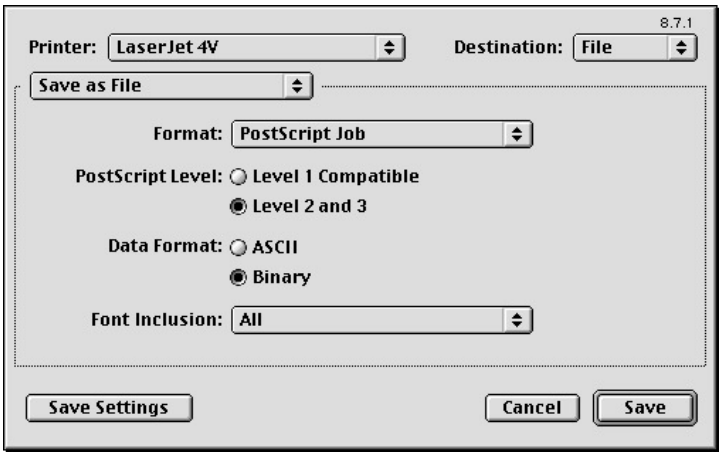
9. Click on the Printer… button at the bottom of the Print options window. Make sure the PostScript printer is selected and that Destination is set to File.



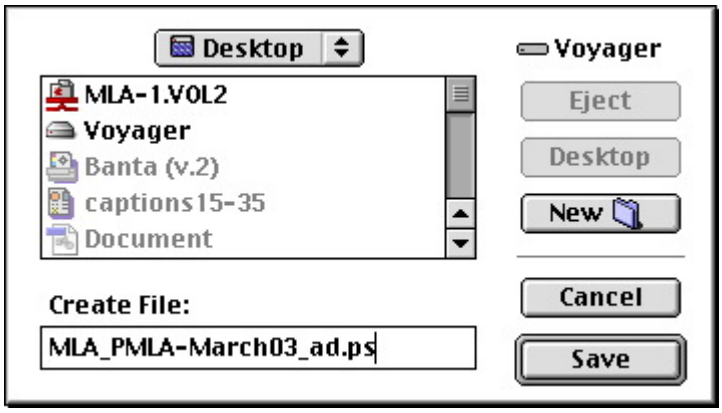
10. Select the Font Settings options and make sure **Type 1** and **Always download needed fonts** are checked.



11. Select the Save as File options and make sure Format is set to **PostScript Job**, Level is set to **Level 2 and 3**, Data is set to **Binary**, and Font Inclusion is set to **All**.



12. Click on the Save button and save the document with .ps as the file name extension. Name each PostScript file as follows: Publisher_PMLA-Issuedate_ad#.ps. For example: if the MLA is placing an advertisement in the March 2003 issue of *PMLA* the file name would be as follows: **MLA_PMLA-March03_ad01.ps**.

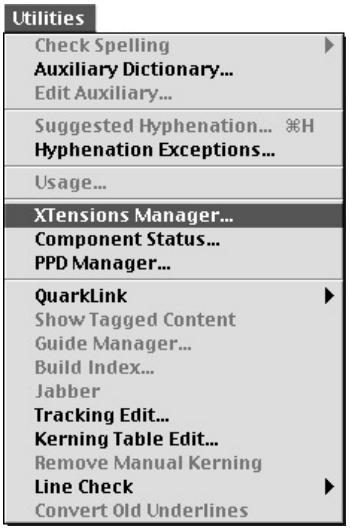


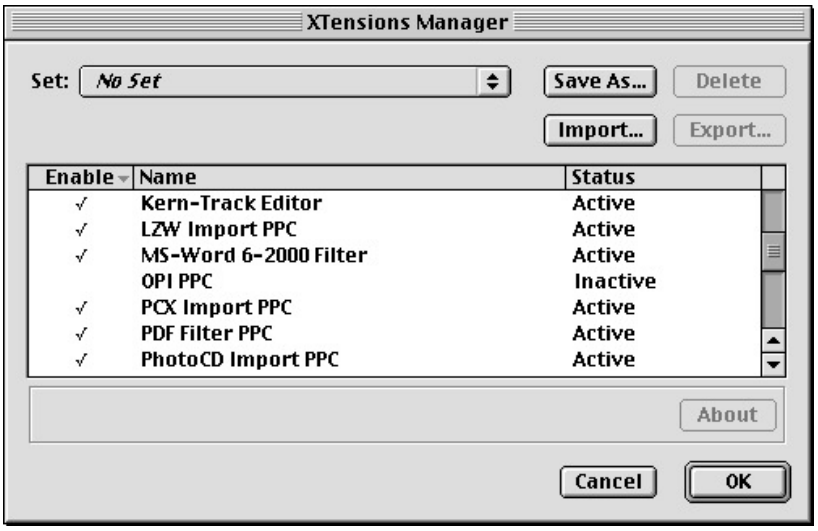
Note: When saving files, please do not use special characters such as slashes (/) in the file name. Use alphanumeric characters and underscores (_) only.

13. Click the Save button and then click the Print button in the Quark print window to save the file as a PostScript document. Once the file is saved you are ready to create PDF files.

PostScripting Instructions for Quark XPress v. 5 documents

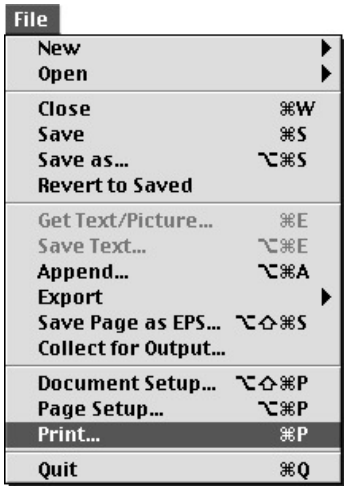
1. Before PostScripting your files, make sure the OPI PPC extension is inactive by deselecting it in the XTensions Manager found in the Utilities menu. When deactivating the extension, make sure to Quit out of Quark XPress and restart your application for changes to take place. PDF files created with the OPI PPC extension active will not print correctly.



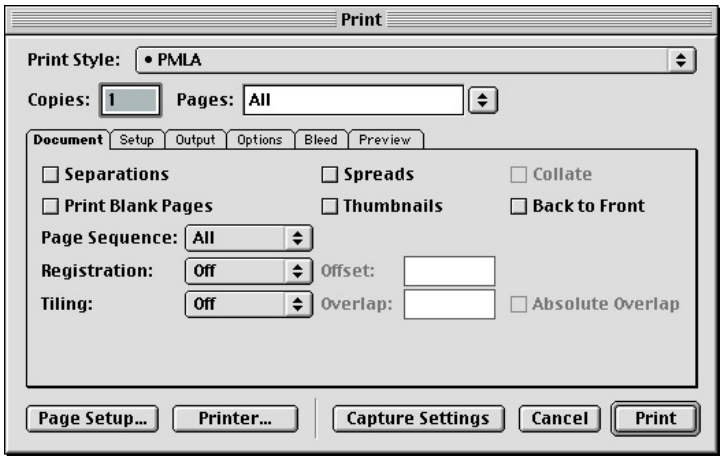


2. Choose a postscript printer from your Print Menu.

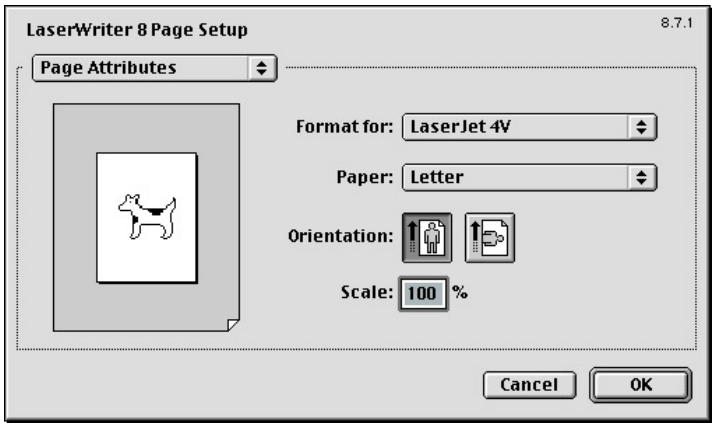
3. Return to your Quark XPress document. Choose Print from the File menu, then edit to match the following settings.



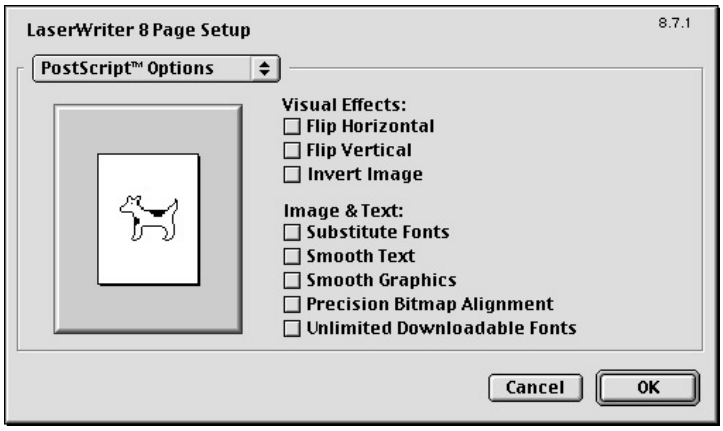
4. In the Pages range, enter the page to save as a PostScript file. (Each ad must have its own PDF file.)



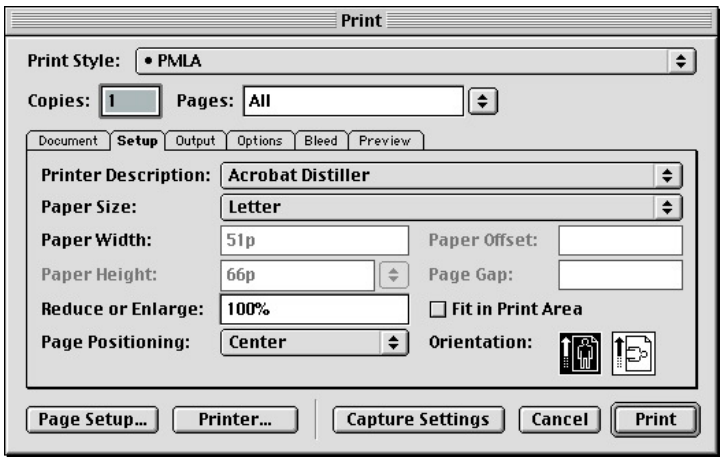
5. Click the Page Setup button and edit to match the following settings.



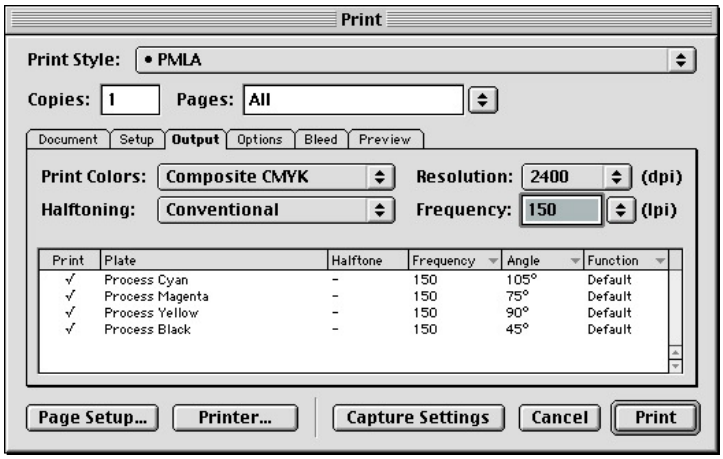
6. Click on the Page Attributes pop-up menu and select PostScript Options. Clear all selections and click OK to return to Print Settings.



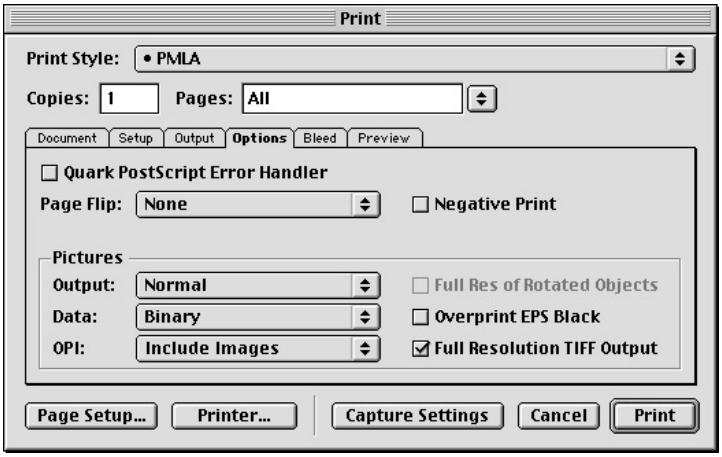
7. Click the Setup tab and edit to match the following screen capture.



8. Click the Output tab and edit to match the following screen capture.

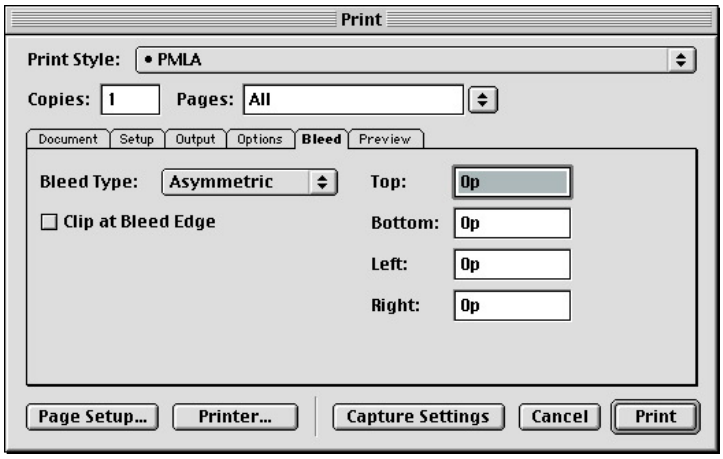


9. Click the Options tab and edit to match the following screen capture.

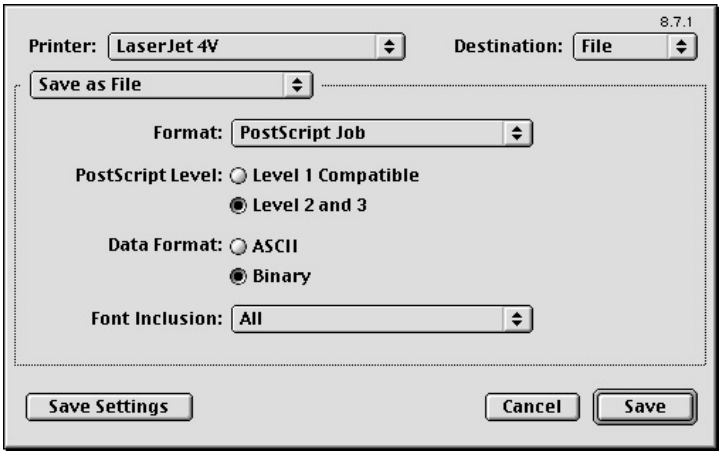


Note: Set Data option to Binary encoding. Do not use ASCII.

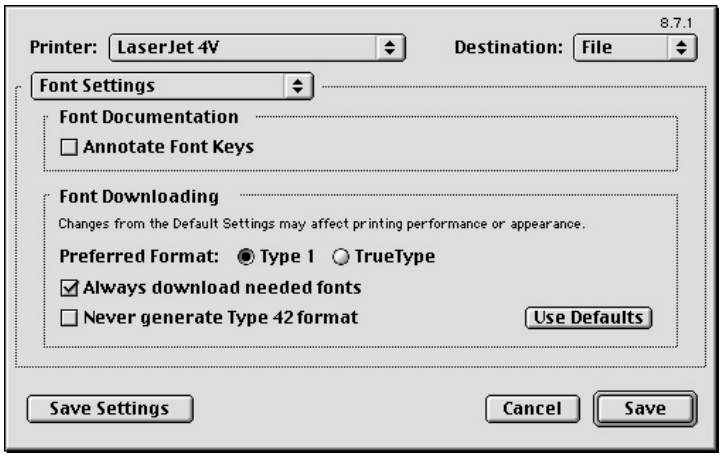
10. Click on the Bleed tab and edit to match the following screen capture.



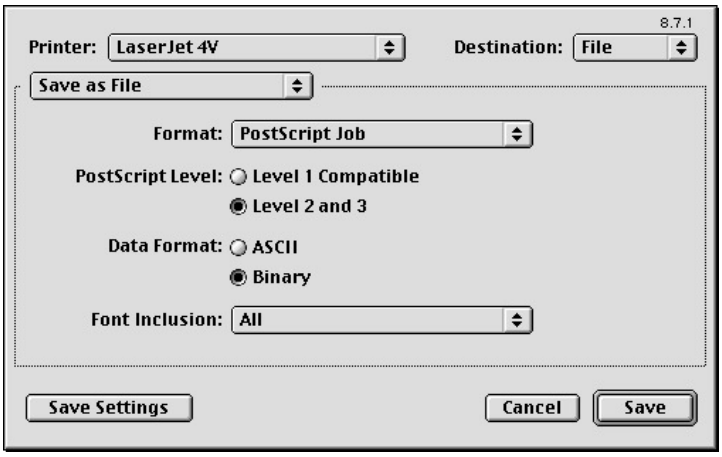
11. Click on the Printer… button at the bottom of the Print options window. Make sure the PostScript printer is selected and that Destination is set to File.



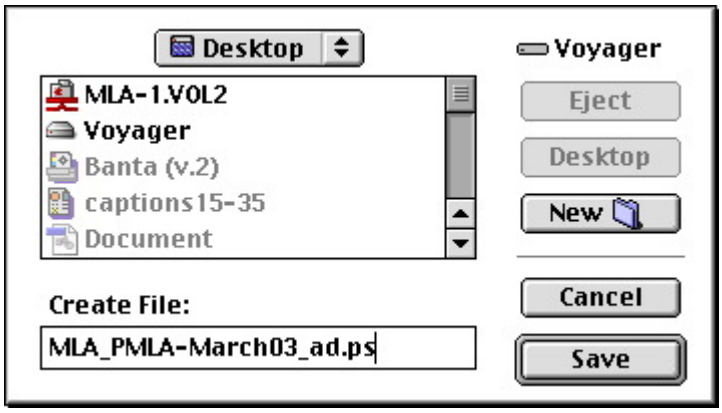
12. Select the Font Settings options and make sure **Type 1** and **Always download needed fonts** are checked.



13. Select the Save as File options and make sure Format is set to **PostScript Job**, Level is set to **Level 2 and 3**, Data is set to **Binary**, and Font Inclusion is set to **All**.



14. Click on the Save button and save the document with .ps as the file name extension. Name each PostScript file as follows: Publisher_PMLA-Issuedate_ad#.ps. For example: if the MLA is placing an advertisement in the March 2003 issue of *PMLA* the file name would be as follows: **MLA_PMLA-March03_ad01.ps**.



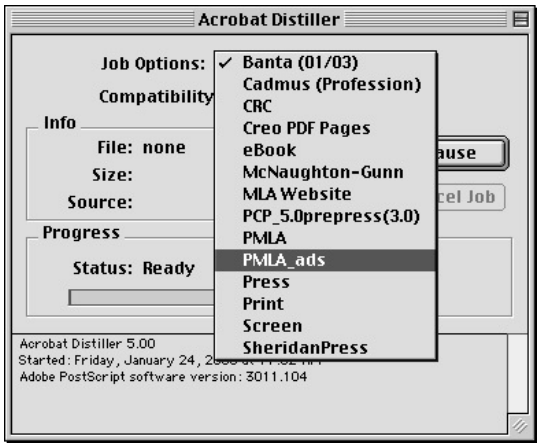
Note: When saving files, please do not use special characters such as slashes (/) in the file name. Use alphanumeric characters and underscores (_) only.

15. Click the Save button and then click the Print button in the Quark print window to save the file as a PostScript document. Once the file is saved you are ready to create PDF files.

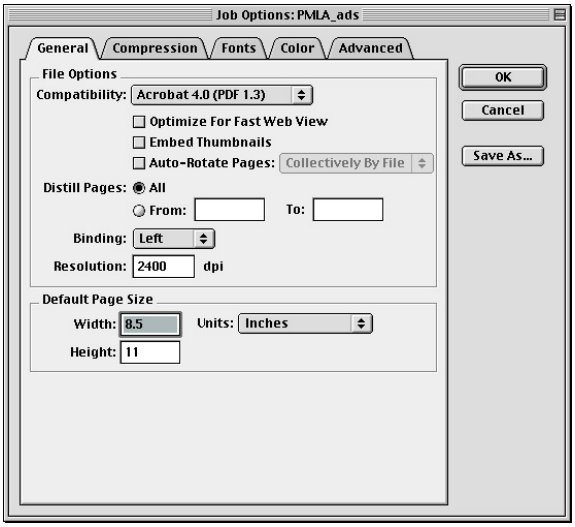
Creating PDF Files in Acrobat Distiller 5 from PostScript files

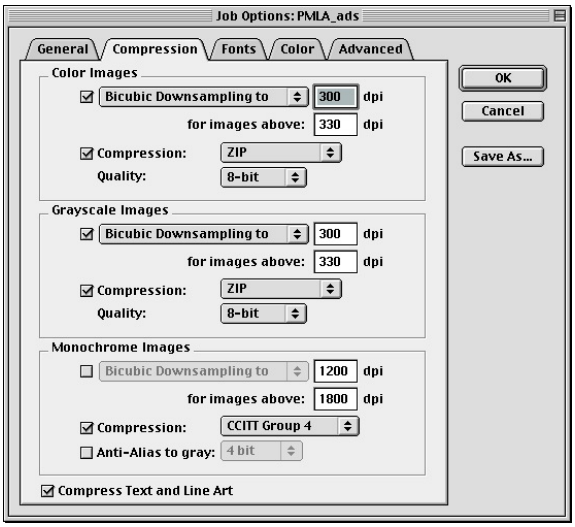
1. Launch Adobe Acrobat Distiller application.

2. In Distiller's main window, select **PMLA** job options if they were e-mailed to you.

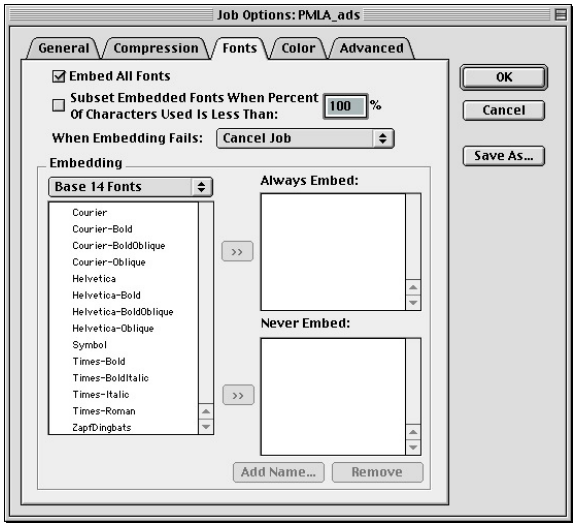


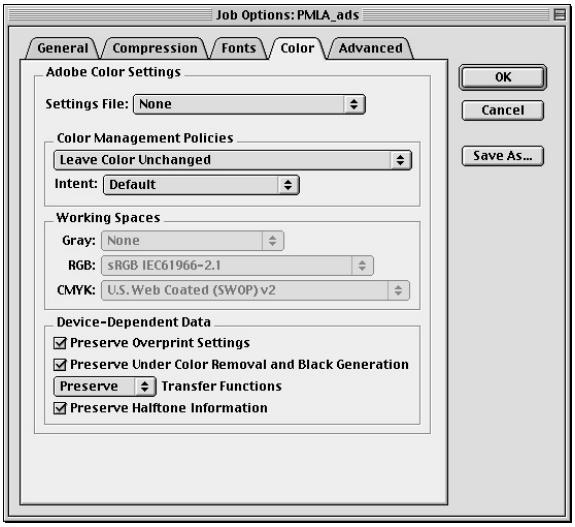
3. If you lack *PMLA*'s job options, we recommend you create your own *PMLA* settings by copying the settings specified in the screen shots below and saving them with an appropriate name for future reference:



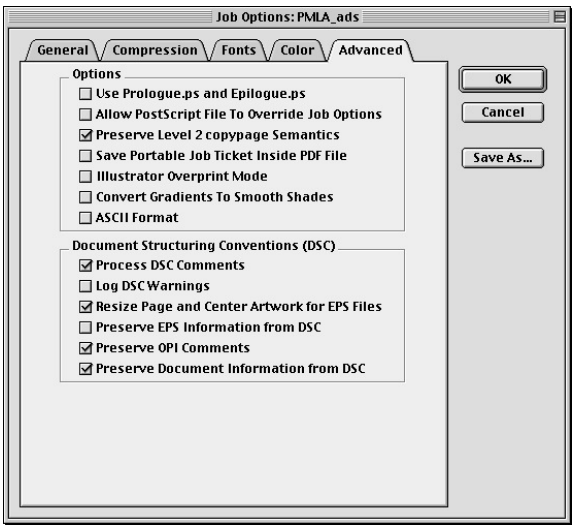


*Note: It is **very important** that your settings for Compatibility are set to **Acrobat 4 (PDF 1.3)**.*





*Note: It is **very important** that Subset Embedded Fonts is left **unchecked**.*



*Note: It is **very important** that Preserve OPI Comments and Preserve Document Information from DSC **are selected**.*

4. Go to the Settings Menu and choose Security. Make sure that no security options are applied to your PDF files.

5. Once the job options are selected, distill the PostScript file by either dragging the file's icon over Distiller's job window or by opening the file from the File menu.

6. Distiller will automatically create PDF files. The final PDF files are saved to the same folder or directory where your PostScript file is located or to a location you specify.

7. Open the newly created PDF file and check for any type, image, or layout errors. If the file appears to be correct, please print a copy to send as a proof and follow the submission instructions on page 2 of this document.