

NEWSWEEK

ADVERTISING SPECS

ADOBE DIGITAL PUBLISHING SUITE

SUPPORTED FEATURES

ADOBE DIGITAL PUBLISHING SUITE

SUPPORTED INTERACTIVITY FEATURES

InDesign CS5 includes many interactivity features for exporting to SWF and PDF. Some but not all of these features are supported in the digital publishing workflow.

SUPPORTED INTERACTIVITY FEATURES

Multi-State Objects

Use MSOs to create slideshows.

Hyperlinks

Create URL, Email, and Navto hyperlinks.

Buttons

Only the On Release event with one action is supported.

Supported hyperlink actions include Go To First Page, Go To Last Page, Go To URL, and Go To Page. Supported slideshow actions include Go To State, Go To Previous State, and Go To Next State.

Audio

Placed mp3 files play. You can not loop or stream audio at this time. Video Supported video files play. You can not loop or stream video at this time.

Additional interactive overlays

You can also create web content overlays, image sequences, pan and zoom images, panoramas, and scrollable frames.

INTERACTIVITY FEATURES NOT SUPPORTED

Animation

Animated objects are flattened when the article is created. One workaround is to export an animated InDesign document in FLA format and use the Wallaby utility to create an HTML5 file. You can then use this HTML5 file as a Web Content overlay. For details, see *Animate Headlines* by Johannes Henseler and *From InDesign to HTML5 via Flash* by James Fritz.

Certain hyperlinks

Text Anchor and Shared Destination hyperlinks are not supported.

Certain button actions

Go To Destination, Go To Next Page, Go To Previous Page, Show/Hide Buttons, Sound, and Video button actions are not supported. Multiple actions are not supported. On Click and On Rollover events are not supported.

Other features not supported

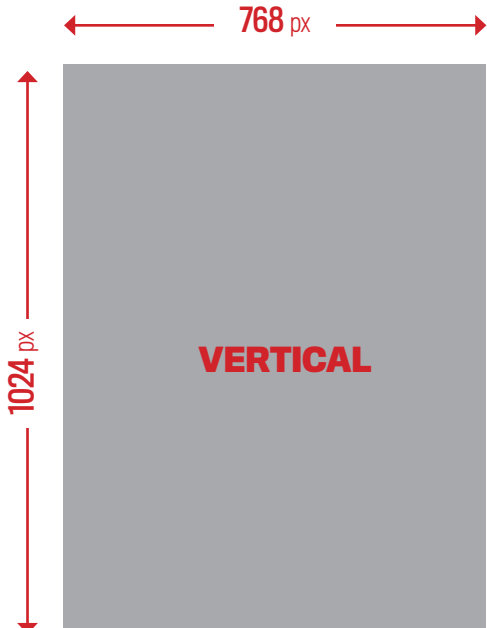
Bookmarks, cross-references, and page transitions are not supported.

DOCUMENT SPECS (iPad)

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Horizontal and vertical layouts must be in separate InDesign documents, not in the same document. You cannot mix and match orientations within folio; the entire folio must be dual, portrait, or landscape.

A dual-orientation article has two layouts – vertical or horizontal. When the user rotates the mobile device, the second orientation is displayed. A single-orientation folio is locked into that orientation. For example, if you create advertisements with only vertical InDesign files, that orientation remains in place even if the user rotates the mobile device. However, if a folio is portrait-only, full-screen videos can still be played in landscape mode.



BEFORE YOU START YOUR DOCUMENT

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GUIDELINES FOR CREATING DOCUMENTS

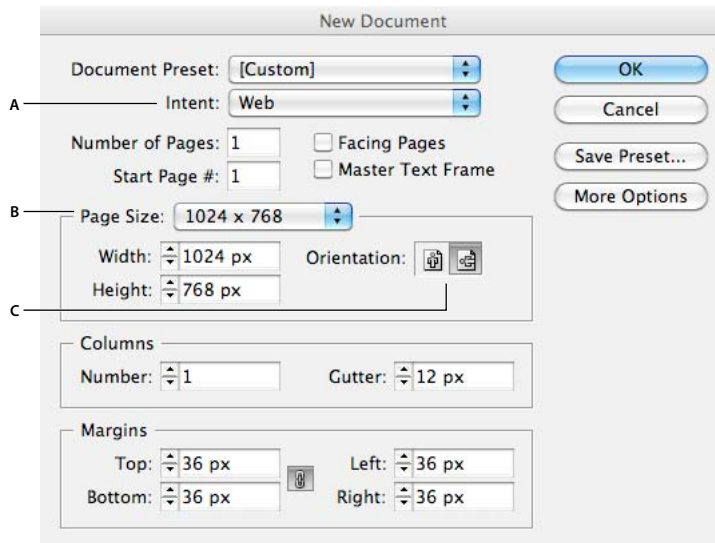
- Turn off facing pages. Do not use the Page tool to change the page size, unless the page is smooth scrolling.
- When creating your design, remember that a 6-pixel scroll bar crops the right edge of the folio layout. Consider adding a guide or object on the master page to mark this area.
- To avoid large folio files, use properly sized JPEG and PNG files for interactive assets such as image sequences, pan & zoom images, and panoramas. For non-interactive images or slideshow images, you can use any format, including PSD, TIFF, AI, and JPEG, and you can scale them down. When you create an article or layout, the non-interactive objects on each page are compressed and converted into a single PNG, JPEG, or PDF file. Similarly, slideshow and button images are compressed into PNG files.
When creating images to be used in interactive overlays, use the Save for Web & Devices option in Photoshop for best results.
- When converting portrait and landscape documents, consider using ruler guides with Layout Adjustment for better control. See David Blatner's article [Convert Portrait to Landscape with Layout Adjustment](#).
- Use an InCopy-based feature to share text between portrait and landscape documents. See the [InDesign Docs article Sharing Text Between Two InDesign Documents](#).
- To get the best color fidelity, use RGB color images instead of CMYK or LAB.
- Add background colors to a master page. If you want to use different colors for each page in the document, create a rectangle shape the size of the page. Apply a fill color, and arrange it to the back of the article. To avoid selection problems, lock the background object.

SETTING UP YOUR DOCUMENT

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CREATE HORIZONTAL AND VERTICAL DOCUMENTS

1. In InDesign CS5, choose File > New > Document. 2 (Optional) For Intent, choose Web.
2. Choosing Web makes the layout easier to work in for mobile devices. If you've already created a document with Intent set to Print, you cannot change it to Web. However, you can manually change the settings.
3. For Page Size, specify the dimensions of the device reader. The iPad uses 1024 x 768 pixels. A 6-pixel area on the right side of the page is cropped on the mobile device. The actual design area is 1018 x 768 (or 762 x 1024) pixels. Similarly, a menu bar covers part (48 pixels) of the design area on Android Viewers. The design area of a 1280 x 800-pixel document should target a 1232x752-pixel area. If you want to allow smooth scrolling, you can specify a custom page size (such as 1024 x 3000). See "Smooth scrolling articles" on page 23.
4. For Orientation, choose either Portrait or Landscape.



Creating a document for a device reader

A. Set Intent to Web

B. Specify Page Size

C. Choose Portrait or Landscape

5. For a dual-orientation article, follow the same procedure to create a second document. When you save the files, include `_v` and `_h` suffixes in the filenames if you want to import articles. For example add an `_v` suffix for the vertical (portrait) document, such as `article_v.indd`.
6. Design your documents.

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DELIVERING ADS

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HOW TO DELIVER ADS TO NEWSWEEK

If you are submitting an interactive advertisement you should use the Adobe Digital Publishing Suite tools to bundle and preview your ad on an iPad before you proceed.

1. Zip your packaged InDesign folder. This folder should contain
 - Links *folder*
 - Document Fonts *folder*
 - Vertical InDesign *file*
 - Horizontal InDesign *file*
2. FTP your documents into the Newsweek AD Delivery Dropbox.
 - FTP Site: `ftp://63.119.11.79`
 - Username: iPadAdvertiser
 - Password: Newsweek1