

New
e-ditions
Customer
Welcome
Kit

Yes!

FRY 

Welcome to Fry Communications' *e*-dition Division!

e-ditions at Fry's goal is to provide to you an easy and creative way to share your print publications with your standard and expanded customer base. Through the use of a web based application *e*-ditions allows for dynamic viewing of your magazine content. Almost anything you can print can be converted into the *e*-ditions format for web viewing.

Creating an *e*-dition at Fry is simple and painless. We can take the print ready files that you are already supplying to us and create your *e*-dition with little intervention on your part. In a case where Fry is not your printer, we can take any standard PDF format file, the same one you supply to your current printer and use that for our *e*-dition creation. No need to supply specialty files!

The following pages will detail what Fry *e*-ditions will be looking for from your group to get you on the path to *e*-ditions success.



File Requirements:

There are few special requirements for files to be used in *e*-dition production, making the process incredibly simple for the publisher.

- 1) Files must be supplied to Fry in vector PDF format. If Fry is your printer files may be supplied in any composite, vector format that is acceptable for print production. Files are repurposed from print to digital and PDFs are created through the Prinergy RIP system if supplied in some format other than PDF.
- 2) Files can not contain copydot film scan files. In a situation where your print file contains a copydot, that file will need converted as outlined under the Copydot heading. A replacement file will then need to be provided for use in the *e*-dition.
- 3) Files must be single pages of a consistent trim size and set up. Spread pages should be supplied as single files correctly aligned for read across.

Copydot Files:

Any print files that contain a copydot must have the copydot replaced in the document and a replacement file submitted for use in the *e*-dition. The following steps outline how to correctly convert this file for use.

- 1) Open the tif preview in Photoshop using Changing the opening format to tiff.
- 2) Save the file out as a .tif file.
- 3) Place the .tif file in your original application file.
- 4) Recreate your PostScript with this new file.
- 5) Distill your PostScript to PDF.
- 6) Send to Fry with the suffix ‘_copydot’ to distinguish this as your replacement file.



Testing for e-ditions at Fry:

To prepare for production of a new *e*-dition at Fry requires several things from the publisher 1 month in advance of go live date for the magazine.

- 1) 2 months worth of back issues PDF files. These issues should be representative of the typical layout and design of the publication. Please do not supply supplement pieces unless they publish on a regular basis with the main issue and you intend to have *e*-ditions created of them. In this case please supply 1 of each type of supplement in addition to the 2 main issues and mark them as such. These sample files should be burned to a CD for submission.
- 2) Printed samples of all issues and supplements supplied as PDFs.
- 3) a 6-8 page test document containing a sampling of main editorial layout for the publication. Please include in this file the front cover, table of contents, advertisers' index and cover story layout. Also any special sections that run on a regular basis and have a different composition than the standard section of the magazine would be beneficial.

File Transmission for *e*-dition only files:

Fry's preferred method of delivery of files to be used exclusively for *e*-dition production is FTP. If your company does not have an FTP account at Fry please contact the *e*-ditions technical contact to have an account created. Any test files can be sent to Fry's incoming FTP folder using the following protocol. Live job files can not be sent to this folder

- 1) Using your web browser go to <ftp.frycomm.com>
- 2) Enter "Anonymous" when prompted for your user name
- 3) Enter your e-mail address as your password.
- 4) Create a folder with the name of your publication on it and drag and drop your test files in this folder.
- 5) E-mail Cassandra.Crawford@frycomm.com to give notice that you have posted test files for *e*-ditions.



Live Production of *e*-ditions:

When producing *e*-ditions in live publication there is little the publisher must do. The only requirement Fry has beyond the submission of files is that a manufacturing sheet be completed and supplied with each new issue. This sheet details the specific look intended for that particular *e*-dition and components to be included.

Specs included on this sheet are the number of pages in the publication, number of pages for the *e*-dition and supplements, special splash page instructions, cover set up configuration, customization required for the table of contents, location of the advertisers index, location of any copydot pages and the location for any Rich Media content to be placed. Please contact the *e*-dition technical contact to obtain information on this requirement.

Splash Pages:

Splash pages are the first thing your subscribers see when they access the link you provide for your *e*-dition. These can be customized in the number of icons used and the content of the captions. Specialization of this page should always be noted on the manufacturing sheet you provide with your issue.

Specialized Cover Layouts:

There are currently two custom layouts available for use with *e*-ditions. One is a standard 4 pg gatefold, where you have CV1, CV2 and a gate preceding the first page of the text. The second is a 'false gatefold' that allows better exposure for your back cover advertiser by positioning that ad to the left of Cover 1 when the magazine is opened. Cover 4 also maintains it's original position behind Cover 3. These layouts must be indicated on the manufacturing sheet upon submission of files.



Rich Media:

e-ditions can contain video and animation to enhance the look and content of your publication. Rich Media must be supplied is a .swf (Shockwave Flash) format. Any other format supplied will need to be converted, if possible to .swf at an additional charge. The manufacturing sheet must include the page to have the insertion made, the name of the file supplied and whether or not the content should be contained in a pop-up window or be embedded directly on the page. This file should be copied to either the Gigabyte or FTP (where ever you are loading your issue files) in a folder called 'Rich Media', segregated from the regular magazine content.

Contact Information:

For scheduling, technical
and account
inquiries contact:

Cassandra Crawford
e-ditions Project Manager
101 Fry Drive
Mechanicsburg, Pa 17050
1-800-334-1429
ext 4173
Cassandra.Crawford@frycomm.com

