How to Make a Cooperator

1. ADS
Ads can be either pickups from previous issues, pickups with changes, new ads from the client, new ads to be created. All but the first are received individually, in manila folders from Jill.

Pickups from Previous Issues
The ad log will indicate which issues to pick these up from, and they'll be located in the ad folder of the appropriate issue on the MAC server. Create a new ads folder on MAC for the new issue, then copy (don't just move) the pdf of the ad into the new folder. If you can't find the ad in the folder indicated, open up the issue and try to locate the pdf that way. If it's not where the ad log says it should be, ask Jill. When I go through the ad log, I find it easier to collect all the ads from a specific month at once, then go back and find ads that are located in the previous month, and so on.
Sometimes pickups are listed on the ad log under the agencies' name and their file name is the client name, so be sure to look at the 'adv description' line as well. Also, ads are sometimes listed by last name. For example, "Andrea Bunis" in the ad log refers to ad with the filename "Bunis." Ask Jill if you can't locate an ad.

A few clients, such as Lawrence and Buchbinder and Warren give us all their ads at the beginning of the year. The ad log will indicate which ad is to run by title. The buchbinder ads are all together in one file "buchbinder 2006.pdf", you need to open it in acrobat 4.0, find the correct ad by title, then extract a pdf of that page and place it in the current issue's ad folder.

Pickups with Change
Find the Quark file for the ad being modified in the AD VAULT folder on MAC. The ads should be numbered if there are more than one. Make the changes indicated and save the file (if it's a minor text correction that will always replace the old ad, save it with the same name, if it's a major revision, save it with a new number.) Write a pdf and send to Jill and the salesperson to forward to client. Do not move the pdf into the current issue's ad folder until the ad has been approved.

New ads
These will arrive either on a CD-ROM or via e-mail to Jill. You should never get ads directly from the salesperson or the client. Once Jill has confirmed the ad is okay, she'll put it on the server for the new issue in an "ads from Jill" folder. You might want to rename the ad to make it more useful, especially if the ad has a name like "Cooperator Ad 3." I name all ads by the company name and a number. Sometimes ads come in that won't load in Quark or are the wrong specs. Let Jill know ASAP so she can get a proper file.

New ads from Scratch
You'll get a folder for every ad that needs to be typeset or created from scratch. When the ad the client is asking for is lousy, you can sometimes suggest an improvement.

Put the ad in the client's folder in AD VAULT or, if the folder doesn't exist, create it. Write a pdf and send the file to Jill and the ad exec for approval. Be prepared for many revisions.

I put the majority of ads in the issue folder before I do anything else, but there will always be late-arriving ads.

Classifieds

Classified ads are listed on the ad log, but they aren't gathered the same way other ads are. They're all stored in a "CLASSIFIED" folder in the Ad Vault, and you can leave them there. Why? I'm afraid that information is *classified.* (Get it?)

2. LAYOUT

Template & Library

There's a template for the New York and New Jersey editions. The New York edition is located in S_NY Cooperator/Coop Misc/Cooperator Template. The Contents pages, On the Market, front cover and masthead are already in the template, you merely have to update the information and make sure they're in the correct spot on the layout. All other pages should be made using the "T" master page, which contains a footer and is ruled according to Cooperator specs. The front and back pages are A-Master-A of the master pages.

The Cooperator Library is also there, and that library should be used for both the New York and New Jersey editions.

Open the template and change the footers on the master page, and save it locally. Quark doesn't like working off the server, and strange things will happen if you do. I've got a "Current" folder on my desktop where I keep all the things that I'm working on. You can put it there and upload it to the server before you leave. Make sure you don't confuse the one you're working on.

On pages with junior sized ads, first place a four-columned text box, then use the item from the library which contains a box and border lines. There's one for if the ad is on the right side of the page, and one for the left side. Convert the box to a picture box to import the ad. Text will wrap around the picture box.

There's as "continued from" and a "continued on" object in the library. These will automatically display the correct page number.]

Style Sheets

All text used in the Cooperator is styled using the Cooperator Style Sheet, which is attached to the template. Refer to a past issue for style names. There are keyboard shortcuts, all numbers on the number pad, that correspond to the most frequently used styles.

Q&A
The initial "Q" and "A" for this column are stored in the library. Headshots of the attorneys are by last name on the server --> multiuse graphics --> Q&A

Pulse
Pulse has lots of bolded text, and it's too time consuming to manually bold them all yourself. Here's the easy way: go to a previous edition of the Cooperator. There should be a quark file labeled "pulse." Open it up. Then delete the text and replace it with the new .doc file.

- select all of the new text. Style it "no style"
- select all of the text, give the first line an indent of 1, and a leading of 12.
- Select all of the text and give it a point size of 9. Eliminate all superscripts, subscripts and underlines. Change the color to black.
- go into Utilities --> Usage, go to the Fonts tab. Change all bold fonts to B Cheltenham Bold, all italic fonts to I Cheltenham Italic, all bold italic fonts to BI Cheltenham Bold Italics, and all Roman fonts to Cheltenham (under ITC Cheltenham)
- go through the text and set category headers to the "Pulse Header" style (1 on the keypad)
- if there are two hard returns before a header, remove one. The header is formatted with enough space above it automatically.
- remove all trademark or copyright symbols. Remove all tabs.
- Copy all of the pulse text and paste it into the current issue. Save the Pulse quark file in the current issue's folder.