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EM ideas the latest on design and marketing from EBSCO Media

Free! CS4 Upgrade Guide for EBSCO Media Customers

For years Claudia McCue has made our Adobe seminar attendees laugh and shake their heads knowingly, all while furiously scribbling down her valuable tips. Now she's back with an offer you'll not want to miss: at no cost to EBSCO Media clients and friends, a very informative Creative Suite 4 Upgrade Guide. It will hold your hand while walking you through the new features and functions that matter most to you.

Simply click on the link below to receive your FREE guide (a $14.95 value):

http://www.claudiamccue.com/ebsco.html

Everything's So Green!

Despite the challenging economy, the Green Movement continues its steady march into the future. With so many new groups expounding noble missions and spewing unique sets of jargon, we felt compelled to help.

What Are They Talking About?!?

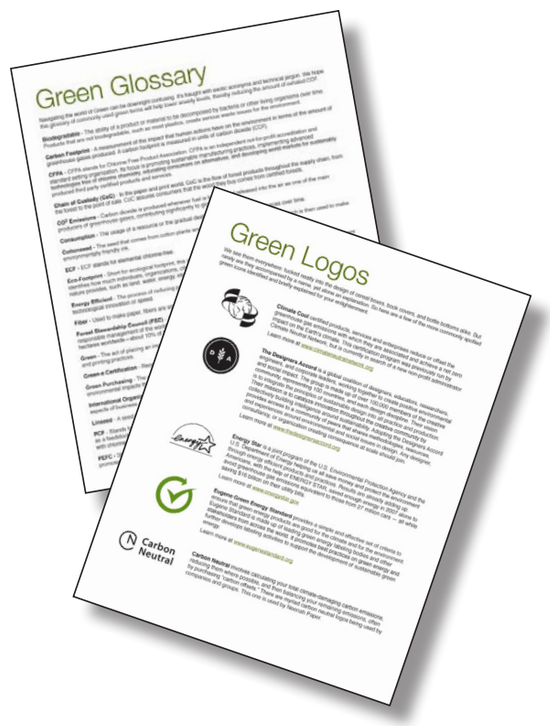
Navigating the many exotic acronyms and technical jargon of Green printing can be downright confusing. Relax! EBSCO Media has compiled a handy glossary of commonly used Green terms to lower your anxiety levels (thereby reducing the amount of exhaled CO2).

Click here to download a pdf of our Green Glossary.

What Do They Stand For?

We see them everywhere: tucked neatly into the design of cereal boxes, book covers, and bottle bottoms alike. But rarely are they accompanied by a name, let alone an explanation. So here are a few of the more commonly spotted green logos identified and briefly explained for your environmental enlightenment.

Click here to download a pdf of our Green Logos Guide.



Adobe InDesign Introduces Live Preflight

Adobe has introduced Live Preflight to the latest version of InDesign CS4. This powerful new feature alerts you to potential production problems, allowing you to quickly navigate to the problem, fix it directly in your layout, and continue working. We think it's worlds better than getting an unhappy phone call from your printer after you've gone to press.

Help from EBSCO Media

To help you take full advantage of Live Preflight, Randy Jamerson (EM's resident prepress guru) has created an EBSCO Media Preflight Profile and accompanying tech sheet that explains how to use it.

Click here to download the EBSCO Media Preflight Profile.

Click here to download the CS4 InDesign Live Preflight Tech Sheet.

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