

Volume

4

THE CLASSIFIED GROUP, INC.

SunType Classified Advertising Publishing Systems



ClassLink Manual

Pagination Release Notes

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Classified System Technical Bulletin:

Quark XPress® Tag Drivers & ClassLink™

Quark's XPress Tag text coding system allows XPress to import text complete with rich typographic specifications. The classified system's XPress Tag drivers allow the classified system to output XPress Tag ad run files that may be flowed into XPress layouts. Ads and classification headers retain all the text characteristics coded into them through the classified system, including — if desired — classified line ending and hyphenation decisions.

In addition, the ClassLink™ XPress XTension™ extends the XPress Tag markup language to enable Quark to import boxed ads and adds other facilities to assist classified pagination.

This bulletin covers the XPress Tag driver version 1.91 or later and ClassLink version 4.0 or later. Both are under active development and you should make sure you have the most current, matching versions.

Which Version is Right for You

SunType deals with three “master” versions for Quark XPress. Each version has their own ClassLink Xtensions associated with them.

You can find out what version of Quark you are using by looking in the “Help” menu on the Quark screen and selecting “About Quark”.

Quark 3.X versions range from 3.0 to 3.32r5, which was the last of the 3-series X Quarks.

You can determine the version of ClassLink you are using by opening Quark and then choosing "About ClassLink" from the ClassLink menu items. Quark 3.X uses ClassLink versions 1.0 through 2.04. These versions do not work with Quark 4.X or higher.

If you are using Version 4.03 It must be replaced. All known users received replacements disk on 1/21/00. **Attempting to use version 4.03 or earlier with**

Quark 4.X - 5X will damage the Quark document, specifically the text boxes will have to be replaced, since they will no longer work. Upgrading the version of Quark requires upgrading the ClassLink Xtension as well. Call 800-458-4605 for more information.

1. *Installation*

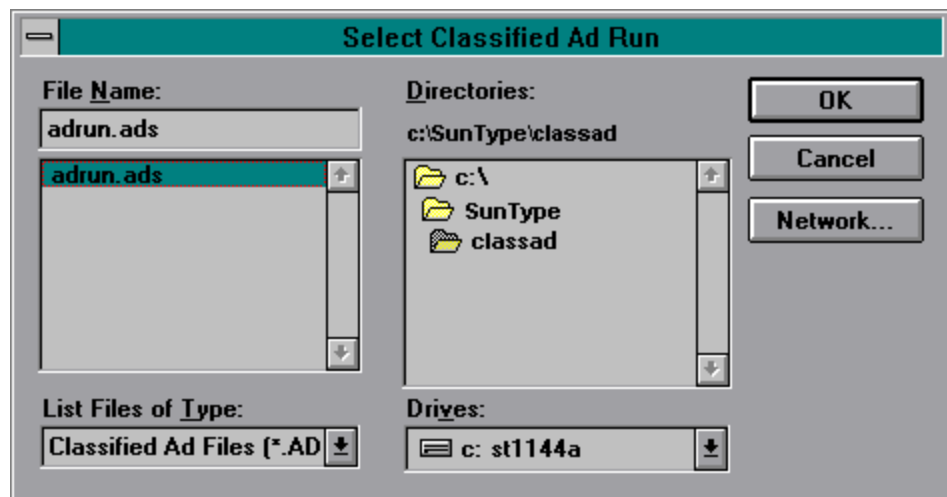
1.1 *SunType Classified Advertising ClassLink Xtension 4-5 Series*

ClassLink™ v4.05 is installed on either Macintosh or Windows versions of QuarkXPress® by copying the Xtension file to the Xtensions folder in the QuarkXPress® application folder. Before copying the new version in, you should move any existing ClassLink™ Xtension to the Xtensions Disabled folder in QuarkXPress®.

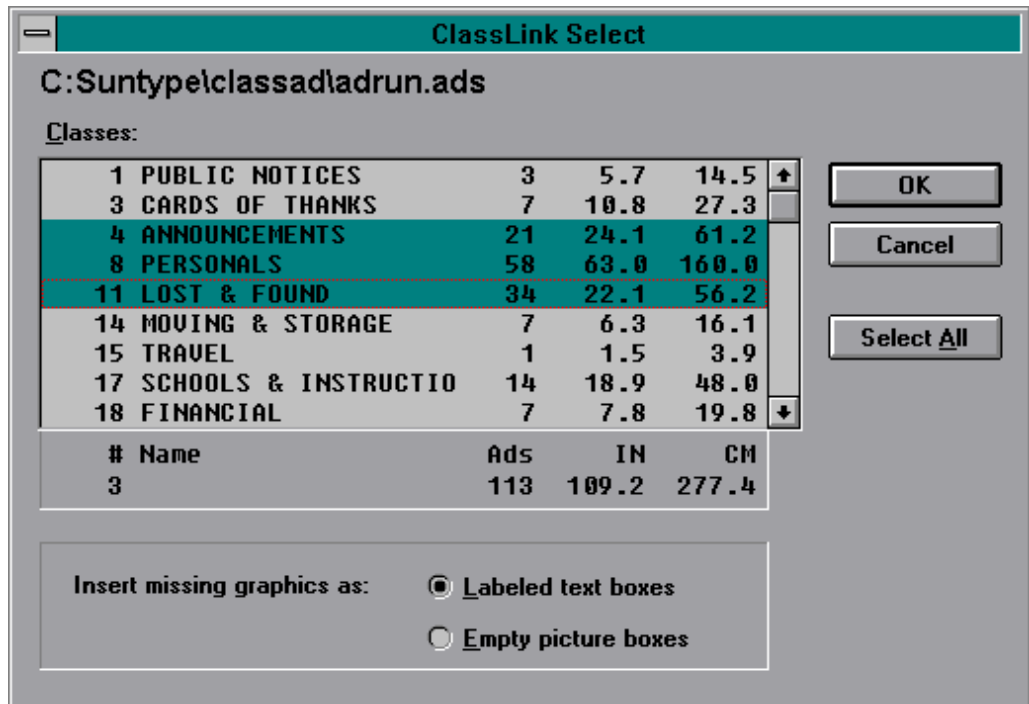
If you are using any of the advanced ClassLink™ features: classified display tracking, "boxed" ads or the logo placement facility, you must make an additional change to the Quark Preferences for any documents used with ClassLink™.

On the Edit > Preferences > Document > Paragraph tab, you will find a check box labeled "Maintain Leading." You must change this setting to No by "unchecking" the checkbox next to it

If you do not make this change, the program will immediately "overflow" the current text box unless the element being flowed is considerably narrower than the column into which it is being placed Please make this preference change and save all of the affected documents with the change. If desired, you may change the Quark preferences without opening any document, in which the setting will be universal to that copy of Quark.



ClassLink: Opening an Ad Run



ClassLink: Selecting Classes For Placement

2 Use with ClassLink

When you use the classified system to typeset or proof ads, direct the classified system to output to file. Give the filename an “.ADS” extension so that XPress will recognize it as a file meant for handling by the ClassLink XTension.

When it outputs an XPress Tag file, the classified system will also output a file with the same filename and an “.SUB” filename extension. This file contains information on classification breakdowns and may be used by the ClassLink to allow selective placement of ads by classification.

Place the files in a directory or network directory available to XPress. Or, if XPress isn’t available on a networked machine, place the files on a floppy disk readable by the machine running XPress. The “ADS” and “SUB” files must be placed in the same subdirectory or folder.

If you’re using the Windows® version of XPress, you may import the ad file by using the XPress Get Text command as usual. You may also choose “Open ad run” from the **ClassLink** menu. If you’re using an Apple Macintosh®, use the ClassLink.

Once an ad run is opened with the “Open ad run” command, you may select classifications or ranges of classifications for placement by choosing the “Get classified ads” option on the ClassLink menu. This opens a dialog box displaying all available classifications. You may select any classification or range of classifications using standard list box commands.

2.1 *Changing Line Endings*

The line ending decisions exported from classified to XPress should be respected by XPress. If they aren't, see the *Hints* section later in this bulletin. If you wish for XPress to recalculate line endings for some portion of the ad run (*this might be because of addition of a graphic or ragged runaround*) you will need to remove the "hard return" line ending codes in the affected section of the ad run. To do so, select the text region and choose Remove hard returns from the ClassLink menu.

2.2 *Rebreaking Columns*

Quark's *Keep with next* paragraph format mechanism doesn't protect column and box breaks. That means XPress will break multi-paragraph ads and classification headers at column and box boundaries even when they're protected by classified system keeps. To fix this problem, select the text region you wish to fix (this may be the entire ad run) and select Reflow selection with keeps from the ClassLink (*Windows*) or Utility (*Mac*) menu.

Please note that you'll need to make sure that the classified system format tables are set up to insert valid break points (*paragraphs without keep status*) between ads and before classification headers.

You may use the "Reflow with headers" choice of the ClassLink menu to reflow the selection with classification headers automatically placed at the top of each column. Keeps are also protected by this option.

3 *Font Translation*

This section covers a variety of issues surrounding font use on multiple platforms. These issues derive from the fact that: font names, attribute names and character sets may all vary from platform to platform. You should pay particular attention to this section if you're using a Macintosh for pagination or if you're using PostScript® fonts on one platform (*DOS*) and TrueType® fonts on another (*Windows or Mac*).

3.1 *Font Name Translation*

Windows and the Mac System often use font family names that differ slightly from the PostScript® font family names used by the classified system. For example, what the classified system calls "Helvetica-Narrow" may be called "Helvetica Narrow" under Adobe Type Manager® or Arial under TrueType®. If the differences followed a regular pattern they could be translated mechanically — but they don't. So, the driver allows you to set up a font name translation table. The font name translation table should be set up as an ASCII file named "ClassLin.Dat" in the classified system file directory. It should consist of lines like:

Times=TimesNewRomanPS Helvetica-Narrow=Helvetica Narrow
--

If the file isn't present, or if a font name called in the classified system isn't listed in the translation table, the PostScript font family name will be used by default.

3.2 *Font Attribute Translation*

Normally, it should only be necessary to enter font family names in the font translation table. That's because the classified system's XPress Tag drivers handle translation of attributes like bold and italic automatically.

So, if a classified system font entry is "Times-Bold" and the font translation table reads like the one above, the classified will generate XPress Tag code that asks Quark to use "TimesNewRomanPS" in its bold variant. Likewise, "Times-Italic" would translate to the italic variant of "TimesNewRomanPS" and "Times-Bold-Italic" would call for the bold-italic variant. The rule followed is simple. If the classified system finds "Bold" or "Demi" at the end of a classified system font name, it will ask XPress to use the bold variant of the base font. If "Italic" or "Oblique" is at the end, the italic variant will be requested. If "-Roman" or "-Book" is at then end, it will be ignored. (*Thus the translation table entry should have "Times" on the left, rather than "Times-Roman".*)

This translation scheme will fail if you have fonts available to XPress that have "Demi", "Bold", "Italic" or "Oblique" in their font names, but aren't known by XPress to be bold or italic variants. (We've seen this happen on the Macintosh when Suitcase is used as a font manager.) In this case, you will need to turn off automatic font attribute translation and construct a translation table like:

```
:NOXLATTRIBS  
AvantGarde=Avant Garde  
AvantGarde-Demi=B Avant Garde Demi
```

The “:NOXLATTRIBS” is a one-time directive that turns off the automatic attribute translation. It is not selective; if it’s present at all, automatic attribute translation is turned off for all entries.

What if you need to send some fonts with attribute codes? Then, use coding like:

```
:NOXLATTRIBS  
Times-Roman=Times  
Times-Bold=Times<B>  
Times-Italic=Times<I>  
Times-Bold-Italic=Times<BI>
```

The classified output driver will trim the “” or “<I>” or “<BI>” off the end and pass XPress a request for the proper variant of the base font.

3.3 Character Set Translation

Font character sets vary from platform to platform. ClassLink, whether used with Windows or the Mac, takes care of nearly all of these issues for text fonts but not for symbol or dingbat fonts. The problem with symbol and dingbat fonts is that there is no standard font encoding when the characters are different in each font. Even with symbol fonts, the encoding issues are generally only a problem for extended character sets, since the common keyboard characters generally translate in the same way in the same fonts from platform to platform. With extended characters on symbol and dingbat fonts, there is generally no way to predict character translation except to run experimental mappings. Print a sample ad containing all the extended characters in the symbol or dingbat font and use this as a map when entering new ads.

If you’re using XPress on the Macintosh, take one additional step: add the line:

```
:MAC
```

To the ClassLin.Dat file to tell the classified system that you’re targeting the Mac. Then, the classified system will turn off its automatic text character set translation for all fonts that it knows are symbol fonts.

4 *Turning Off Classified H&J*

Some publishers wish to use in XPress fonts or scaling and tracking techniques that aren't available through the classified system's built-in H&J.

To accommodate this, you can specify that the classified system's line endings and hyphens **not** be included in the XPress Tag file by adding the directive:

```
:NOHAJ
```

To the ClassLink.Dat file. Don't forget the colon at the beginning of the line.

Make sure you leave the classified system's format table's "Hyphenate & Justify Output?" setting as "Yes". If you specify "No", the classified system's XPress Tag driver is also turned off.

5 *Disabling ClassLink Extensions*

By default, the classified system's XPress Tag driver outputs text that includes a superset of the Quark XPress Tag code set. This superset includes extensions to allow for boxed ads, defining a classified H&J set and marking classification headers, breaks and text. The normal Quark XPress Tag filter will not honor these codes and they may even cause errors or lockups if you try to import them with the Quark Get Text command as XPress Tag text. If you don't have, or don't wish to use, ClassLink, you must tell the classified system to disable output of the ClassLink extended codes by adding the following line to the ClassLink.Dat file:

```
:NOEXTENSIONS
```

6 *Enabling Boxes*

If you're using SunType's ClassLink Quark XPress XTension to import ads in XPress, you may enable generation of boxed ad information by adding the directive:

```
:BOXES
```

to the ClassLink.Dat file. If this directive is not present, the driver will ignore classified box start and end codes. NOTE: Don't mix the ":NOEXTENSIONS" and ":BOXES" directives. They are mutually exclusive.

7 *Marking Classification Headers*

It is no longer necessary to mark classification headers with “\X” codes. Please remove any of these markers that may have been placed in your classified formatting tables, unless they are controlling other typographic characteristics of the header.

8 *XPress Hints*

➤ **Importing Without ClassLink**

Make sure that the classified XPress Tag output is imported with the “Include Style Sheets” box checked (*if you’re importing directly rather than through ClassLink*).

➤ **Check Column Widths**

Make sure that you’re importing into a document with column widths matching those specified in the classified system format table.

Watch the “Text Inset” setting for the XPress text box: the XPress default is for a one-point inset. Change this to zero or you will have trouble with classified boxes, dot leaders and insert space commands since all your column measures will be two-points shorter than expected.

You can change your box creation defaults (*Edit/Preferences/Tools —Choose the text box tool and modify*) so that text boxes will be automatically created without an inset.

➤ **Quark H&Js**

If you’re using the classified system’s line ending decisions and hyphens, you should set XPress’s default H&J minimum, normal and maximum word spacing parameters (*Edit/H&Js/Standard*) to be quite liberal in order to assure that XPress will respect the classified line ends.

If you’re using ClassLink to import ads, ads will be formatted with a “ClassLink” H&J setting. If the ClassLink H&J doesn’t exist, ClassLink will create it and set it to generally useful parameters. If your classified formatting tables redefine minimum, normal or maximum word spacing, you will probably need to edit the ClassLink H&J definition in your classified ad XPress template (*Edit/H&Js/ClassLink*) to let XPress know about the changes.

Note: XPress doesn't honor a minimum word spacing setting that's less than about half of optimum word spacing. If you wish to use truly narrow minimum word spacing, you'll need to take this into account in both classified system format tables and XPress H&J definitions.

9 *XPress Tag Escape*

It's possible to encode XPress Tag commands directly into classified system typesetting format strings (and ads) meant to be typeset via the XPress Tag drivers and Quark® XPress. This explanation is intended for those who know something about XPress Tags.

Whatever is printed in a non-existent font #99 will be passed directly to the XPress Tag output file without interpretation by the classified system. Non-existent font #0 may be used at the end of an XPress Tag escape to revert to the previous font. This facility may be used for a variety of purposes. Examples include coding color changes and baseline shifts.

9.1 *Example: Phone Dingbat*

It's common to want the telephone dingbat character to print on the baseline rather than vertically centered. This is commonly accomplished with a 14-pt telephone dingbat by shifting it down 2 points.

A classified system user wished to be able to print the telephone dingbat on the baseline (rather than vertically centered). This could be done by using the escape font in a classified user macro:

```
{F99}<b-2.0>{F0}{F7}%{F0}{F99}<b0>{F0}
```

Where font #7 is defined as the 14-point Dingbat font. “<b-2.0>” is a negative 2-point baseline shift and “<b0>” returns the baseline to normal.

9.2 *Example: Color*

The classified system doesn't directly support color, but it's easy to add macros that use the escape font to send color codes to XPress. A macro like:

```
{f99}<c"Red">{f0}
```

turns on red. (Note that color names must have their first character's capitalized.)

```
{f99}<c"Black">{f0}
```

Paginating with SunType's ClassLink™ Xtensions

Chapter

2

Paginating Classified Ads with ClassLink

The ClassLink XTension provides a set of tools for using Quark XPress for desktop pagination and composition of display classified ads in conjunction with the SunType Classified System.



1 *Pagination Tools*

ClassLink's pagination tools fall into three major categories: placement tools, reflowing tools and vertical justification tools.

The placement tools allow the user to flow and position classified ads generated by the classified system using its ClassLink output drivers. *In-column* classified ads including both line (text) ads and in-line classified display may be flowed into columns in an XPress layout. Out-of-line classified display ads — typically multi-column true display ads — may be individually placed working from a palette of classified display ads in the ad run. You may use either the classified system typesetting or proofing module to create the ad run. a gray or black check mark in that box, click on it to clear it and then choose Apply at the bottom of the box. Then go to the CLPROGS folder and do the same thing.

Reflowing tools help organize ads flowed or placed. Included are tools to rebreak columns and automatically place classification headers at the top of columns. Other tools make it easier to cut, copy or paste ads or groups of ads.

The vertical justification tools are useful if XPress' built-in vertical justification capabilities aren't satisfactory. Where XPress' built-in vertical justification adds white space between all paragraphs, the ClassLink vertical justification only adds white space between ads. It may also be selectively applied by column — rather than affecting an entire text box.

Quark Xpress © ClassLink	
Open ad run ... Get Classified ads ... Show display List	
Reflow selection with keeps Reflow with headers Strip hard returns Strip soft headers	
Select to keeps	Ctrl+Alt+A
Copy to keeps	Ctrl+Alt+C
Cut to keeps	Ctrl+Alt+X
Paste at keep boundary	Ctrl+Alt+V
Vertical justification Info	Ctrl+Alt+S
Justify selection	Ctrl+Alt+J
Strip Justification	
Find first loose column	Ctrl+Alt+F
Next loose column	Ctrl+Alt+N
Just preferences	
Box Info...	Ctrl+Alt+I
About ClassLink	

The SunType Classlink Menu

2 Flowing “Liners”

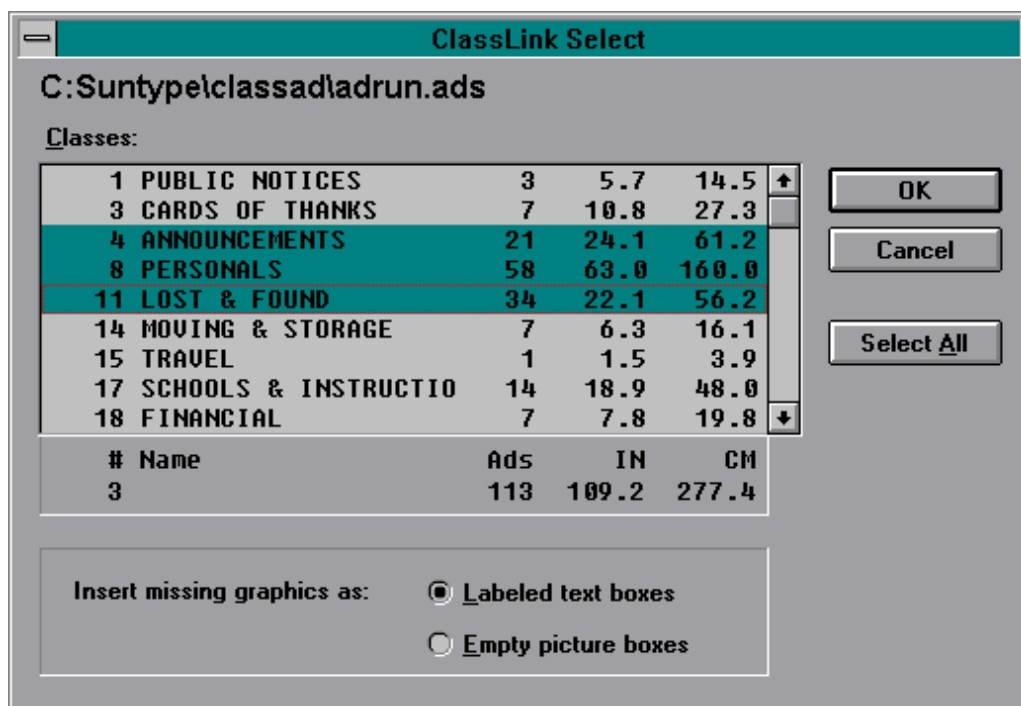
Once an ad run is opened with the Open ad run command from the ClassLink menu, you may select classifications or ranges of classifications for placement by choosing the Get classified ads option on the ClassLink menu. This opens a dialog box displaying all available classifications. You may select any classification or combination of classifications using standard Windows list box commands.

You may repeatedly use the Get classified ads choice to place one group of classes after another. Classifications that have already been placed will be indicated by a “»” flag in the left column of the classification list box.

To place ads by either method, you must select the XPress content tool and pick an insertion point in a text box. It is very important that the text box have columns with the same width as specified in the classified system output table used to produce the ad run. If you flow text into a text box with columns that are too narrow, bad line breaks will result; and, if you’ve got any boxed ads in the ad run, the run will overflow the text box the moment it hits a box. If columns are too wide, text lines will be too loosely justified and there will be space around boxed ads.

In-column boxed ads, whether entered in the classified system editor or composed with a graphic application, will flow with “liner” ads as *anchor boxes*. Anchor boxes are text or picture boxes that behave like single characters in the text stream. Like text characters you may delete, cut, copy or paste them. Unlike text characters, you may also select them with the XPress drag tool and then edit their content with the content

tool. ClassLink inserts these ad anchor boxes on lines by themselves with enough paragraph spacing to prevent them from overprinting other text.



The Get Classified Ads Dialog Box

If you change text above an ad anchor box, the anchor box will reflow just like other text.

If an in-line classified display record specified no source or print file (*as it might if it was a space reservation, rather than an order to insert some graphic file*), ClassLink will flow the ad as one of two types of anchor boxes. Which depends on the button checked at the bottom of the Get Classified Ads dialog. Empty picture boxes are ideal if you intend to place content at pagination time as a graphic. Labeled text boxes are ideal if you plan to paste in ads after printing the XPress layout.

2.1 Changing Line Endings

The line ending decisions exported from classified to XPress should be respected by XPress. If they aren't, see the *Hints* section later in this bulletin. If you wish for XPress to recalculate line endings for some portion of the ad run (*this might be because of addition of a graphic or ragged runaround*) you will need to remove the "hard return" line ending codes in the affected section of the ad run. To do so, select the text region and choose Remove hard returns from the ClassLink menu.

3 *Placing Display Classified*

Display ads that were marked out-of-line don't flow in with the "liner" ads. These are typically multi-column or deep single-column that are meant to be *stacked* separately on the page, usually under or near similarly classified text ads.

4 *Fixing Breaks*

Quark's *Keep with next* paragraph format mechanism doesn't protect from column and box breaks. That means XPress will break multi-paragraph ads and classification headers at column and box boundaries — even when they're protected by classified system keeps. To fix this problem, select the text region you wish to fix (this may be the entire ad run) and select Reflow selection with keeps from the ClassLink menu.

Please note that you'll need to make sure that the classified system format tables are set up to mark keeps and to insert valid break points (*paragraphs without keep status*) between ads and before classification headers. You may use the Reflow with headers choice of the ClassLink menu to reflow the selection with classification headers automatically placed at the top of each column. Keeps are also protected by this option.

The two reflow commands work by inserting column breaks at appropriate spots. The reflow with headers command also inserts copies of classification headers at the top of each column. If you change text after using one of the reflow commands these breaks and inserted headers may no longer be appropriate. No problem! Just reflow again. ClassLink keeps track of what it's inserted and strips it out when it reflows again.

If you need to remove column breaks and inserted headers, select the text to clean and use the Strip soft headers choice on the ClassLink menu.

4.1 *"Safe" Cutting & Pasting*

When editing text in an ad run, you may find that you need to cut or copy whole ads or groups of ads. It can be difficult to do this using XPress' normal selection commands when they type is small — or possibly even (*displayed as gray blocks or lines*). ClassLink offers some commands that may help with this problem. The ClassLink menu's select, copy and cut commands expand whatever selection you've made to include all the text protected by the current keep. Typically, this means the action automatically expands to the nearest ad boundary. So, if you set the text caret in an ad and choose Select to keeps, you'll find the whole ad selected. If you choose Cut to keeps the whole ad will be cut. If you select portions of multiple ads, the selection, cut or copy will expand at the front and back to include the entire first and last ads in the selection.

The ClassLink Paste at keep boundary command is complementary. You don't usually want to paste one ad inside another. So, if you've cut or copied an ad, then set an insertion point and choose the Paste at keep boundary command, ClassLink will search forward and backward for the nearest keep boundary — typically a break between ads — and paste the text at that point.

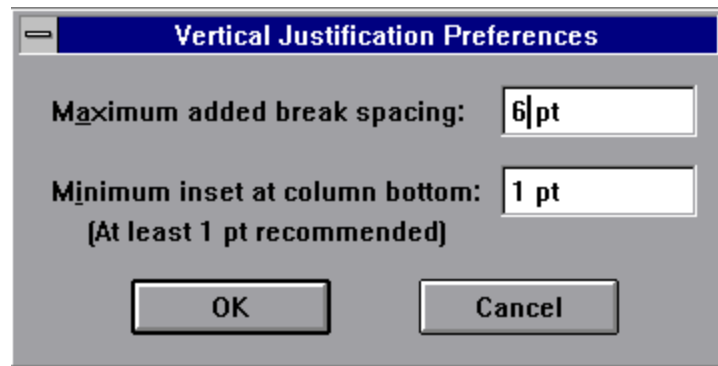
5. *Vertical Justification*

5.1 *Why Not XPress?*

Before discussing ClassLink’s vertical justification facilities, let’s take a look at the vertical justification built into XPress. If you select an XPress text box and choose Modify from the Item menu, one of the choices in the Text Box Specifications dialog is vertical alignment. By default this is set to “Top,” which means that text will align to the top of a column and there will typically be white space at the bottom of the column. Another choice is “Justified” and this turns on XPress’ vertical justification for the text box. XPress will then insert up to the “Inter ¶ Max” amount of white space between each paragraph in a column’s text in an attempt to eliminate white space at the column bottom. After the maximum inter paragraph spacing is inserted, XPress will begin to insert space between lines, and will insert as much as necessary to force the fit.

While fine in many circumstances, XPress’ vertical justification method can pose problems if you’re selling text ads by vertical depth. The same ad might measure 1 inch in one column and 1.5 inches in another after XPress applies vertical justification. Also, if a column is very loose, XPress vertically justifies it anyway — often producing very ugly results.

ClassLink offers an alternative: it vertically justifies by expanding only the space around ad breaks and classification headers. This means that ads retain the length specified in the classified system.



Vertical Justification Preferences

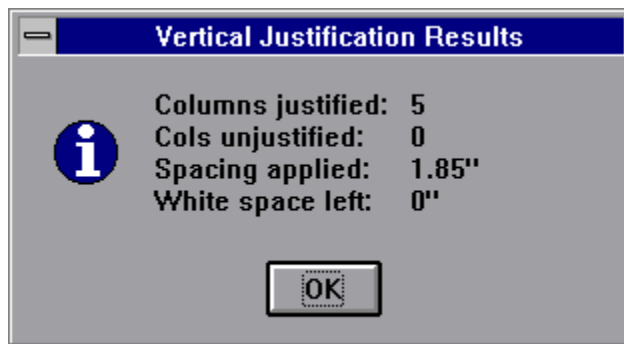
The difference between these methods may not matter to you if you’re selling text ads by word or line or if all your space-charge ads are boxed (XPress won’t expand within boxed ads). If not, use XPress’ built-in vertical justification; it’s faster and since it expands at all paragraph breaks, it inserts finer, less apparent, increments of white space. And, jump to the next major section below — you don’t need to read this one.

5.2 Vertical Justification Setup

Select VJust preferences from the ClassLink menu to set parameters for vertical justification. This will pop up a dialog box with two text fields:

Set the *Maximum added break spacing* to the maximum spacing level you wish to allow around ad breaks and classification headers. For example, you would fill in “6 pt” if you wish to allow a maximum of six points inserted.

Set the *Minimum inset at column bottom* to the amount of white space you wish ClassLink to leave untouched at the base of a column. Because of a bug (or a feature we don’t understand) in XPress, this needs to be set to at least one point to avoid strange behavior when boxes are placed in adjoining columns.



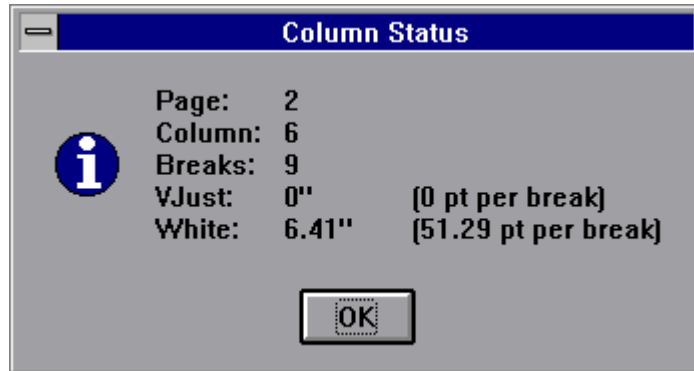
Vertical Justification Results

5.3 Applying Vertical Justification

To vertically justify a column of ads, place the insertion point in the column with the XPress content tool. If you wish to justify multiple columns, expand the selection until text is selected in each target column. Then, choose VJustify selection. ClassLink will vertically justify wherever it can and pop up a report indicating:

Columns Justified

The number of columns in the selection that ClassLink successfully vertically justified.



Loose Column Found Report

Columns Unjustified

The number of columns that ClassLink couldn't justify, usually because it would require too much space per break.

Spacing Applied

The total amount of white space that ClassLink inserted in the columns it justified.

White Space Left

The total amount of white space left in the columns ClassLink couldn't justify.

NOTE: If only one column is selected for vertical justification and ClassLink succeeds in justifying it, the report box won't pop up.

5.4 Searching for Loose Columns

In a long ad run, it's useful to be able to find loose (unjustified) columns without having to look for them visually. ClassLink offers two options to help:

Find first loose column jumps the text insertion point to the bottom of the first column in a text chain that is too loose for vertical justification. An info box pops up to let you know how much white space there is in the column and the amount of spacing per break necessary to justify the column.

Next loose column jumps the text insertion point to the *next* column after the current one that is too loose. Otherwise, it acts like the "find first" command.

NOTE: You may find these two search commands useful even if you're using XPress' vertical justification. Just temporarily set text box alignment to "Top", then use the find loose commands to locate loose columns. Add filler to fix them; then turn back on XPress' vertical justification. This procedure will help avoid excessive feathering.

The Vertical justification info option is also useful. It reports on white space and applied vertical justification on the text selection. If the text selection runs through multiple columns, a succession of info boxes will pop up.

If you're using ClassLink's vertical justification, you should make sure that your classified system output tables don't call for any leading less than the point size of the largest type on a line. And, no leading command should call for less than two points of lead since that's XPress' smallest type size.

5.5 Stripping ClassLink Vertical Justification

ClassLink-generated vertical justification may be stripped from any range by using the Strip VJustification command. As with the VJustify selection command, this command will work on any columns touched by the current text selection.

6 XPress Hints

6.1 Watch Column Width

It's critical that you make sure that the classified XPress Tag output is imported into text boxes with column widths matching those specified in the classified system format table. And, it's not as easy as you might think. Most of the problems reported using ClassLink have been due to column width mismatches.

Watch the "Text Inset" setting for the XPress text box: the XPressdefault is for a one-point inset. Change this to zero or you will have trouble with classified boxes, dot leaders and insert space commands since all your column measures will be shorter than expected.

You can change your box creation defaults (Edit/Preferences/Tools — Choose the text box tool & modify) so that text boxes will be automatically created without an inset. Do this before creating document templates so that the column guides for your document will be correct.

6.2 Anchor Box Gotchas

XPress anchor boxes — text or picture boxes which flow as part of a text— are usually created by creating a text or picture box, cutting it, switching to the

content tool, positioning the caret at the desired point in the text and pasting. The text or picture box effectively becomes a character in the text. This is a generally a great way to insert flowing display ads. But, watch out for a couple of XPress gotchas:

- **The new anchor boxes keep the text run-arounds set when the original text or picture box was created. This means they may not fit where you think they will. For example, if you create a box the width of a column then try to paste it into text in the column you'll get an instant overflow if the box was created with run-arounds. We suggest you set the default run-arounds to zero in all dimensions — then add run-arounds only if they're really desired.**
- **Alignment and leading for the paragraph containing the anchor box can be tricky and can interact badly with XPress' vertical justification. The most reliable technique we've found is to align anchor boxes to the baseline and set a fixed — not auto — leading the size of the box.**

7 *Pagination Strategies*

This section offers some hints for paginating large classified sections in XPress.

7.1 *Modularize*

This section could as easily be titled: *Build Firewalls*. If you're not experienced in laying out long text streams on a computer, your first thought may be to try to flow the whole classified section in one sweep. That works as far as importing the ads goes. However, each time you make a change in the document that affects the text stream — like adding a display ad or changing a column break — XPress will reflow and recalculate all the following text. That means that a very small change may take several seconds to accomplish.

It gets worse. What if you've polished up a twenty-page section of classified and find you need to make a substantial change on the first page. All the work with the remaining pages may now be invalidated.

So, look for places to break the text stream. This may happen naturally if you segregate your employment or personal ads into different sections. You should look for other opportunities to make it happen. Pick out one or two hundred inches of ads (by classification) at a time. Flow them into linked boxes and polish them. Then, break the chain. Start the next grouping of classifications in a box that's not linked to the prior grouping.

One excellent version of this strategy is to use a template classified layout document in which each column is a separate box chained to the next column. Flow a group of classifications into this set of chained boxes and polish their layout. Now, go to the last

column/box that contains text. Break the chain that connects this box to the next and shorten the box to the bottom of last ad. Start a new box underneath and chain this box to the next column. Flow the next group of ads into this new chain of text boxes. Repeat as necessary.

7.2 *Sequence*

The order of operations also matters. If you don't have a method of your own, try the following sequence:

- ❑ Place large unclassified display ads according to your display dummy. This will start to give the classified section shape.
- ❑ Place large classified display ads from the next group of classifications.
- ❑ Flow in-column, liner ads for the next grouping of classifications.
- ❑ Adjust large classified display ads to move them under their classifications.
- ❑ Reflow ads with headers.
- ❑ Place smaller classified display ads to fill gaps in columns. Reflow with headers if column breaks are disrupted.
- ❑ Vertically justify the classification groupings.
- ❑ Find loose columns and add filler. Rejustify these columns as you go.

7.3 *Build a Filler Library*

XPress' library facility is a great aid in polishing a classified layout. Build a library that contains small house ads that may be used to complete loose columns. Then have that library open and handy when paginating.

XPress' libraries may only contain boxes; but, that shouldn't stop you from putting text filler in them. Just put the text filler in a text box one-column wide with no frame or margin. Then drag the box into the library. If you build up a library with lots of one- to three-column filler ads, you'll find classified pagination much easier.

Remember to create text or picture boxes in the library without runarounds, or they may not fit your columns if pasted as text.

8 Sample Quark New Document Setup

When you open Quark you will first need to open a new document or select document you wish to modify. (**Note:** Quark will make the changes universal on all documents unless changes are done in the specific document. We recommend doing the changes only in an open document.)

Open new document enter values in the top, bottom, left, and right fields to specify the margins for the default master page. When “Facing Pages” is checked, the left and right margin fields change to inside and outside (The inside margin is nearest the binding; the outside margin is on the opposite edge). (**Note:** If you check Automatic Text Box, the values you enter in the “Margin Guides” fields determine the size and location of the automatic text box.)

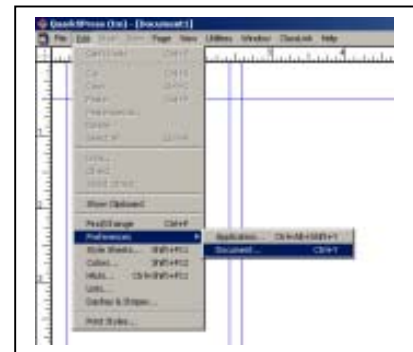
8.1 Create a New Document in Quark



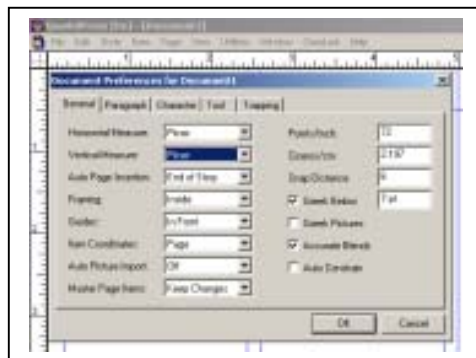
Create New Document

Select tabloid, uncheck automatic text box and select amount columns. (**Sample:** Select 7 columns and make the inside out side changes to 2p.)

Go to the Quark menu and select edit. Once in the edit menu select Preferences. Select document.



Select Preferences



Change to Pica

Document preferences for document box will appear. Select General Tab and go” Horizontal Measure. You will need to change inches to pica. (**Note:** SunType program is configured to Pica measurements.)

Select Paragraph Tab in the Document Preferences Menu. Change Auto Leading to 0%. (**Note:** *Quark auto sets the document at 20%.*) 0% is the basic SunType setting or change to 5% Auto Leading if you are using Over Leading.



Auto Leading to 0%

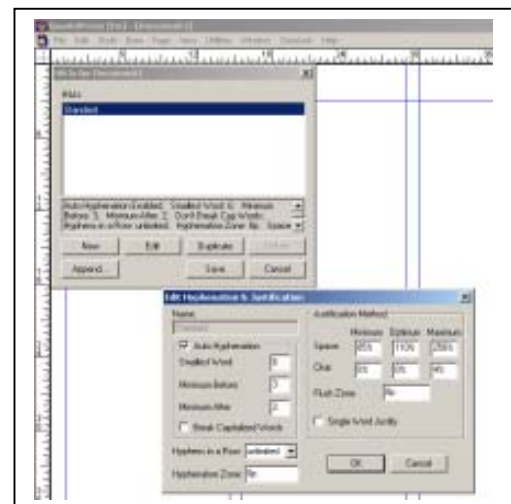
In the Paragraph Tab in the Document Preferences Menu do not make any changes.



Select Tool Tab

Select Tool Tab in the Document Preferences Menu. Under tools select text box icon and then select Modify Box. Check the Corner Radius, it should be set at 0. Select Box Tab set text insert box to 0.

From the Quark's Edit Menu select the H&Js. The H& J's Document menu starts. Menu should say standard setting. Select Edit double click for the Edit Hyphenation & Justification Box. Uncheck Single Word Justification. (*This eliminates big spread at the end of an ad.*)



H&J's Justification Menu Box



Go to Quark's Page Menu and select Display select A-Master A. You can view document layout by selecting view show document layout. At this time you can lay out items or ads that don't change week to week. You can insert column lengths, set links and insert display ad boxes.

When you are finished save the document settings as a template. To save, enter the name of the document in the file name field. Save as a template, this protected the document from being overwritten.

1 *Introduction*

This bulletin describes new display ad tracking features of classified system version 4.1. The new features are meant to aid classified system users in handling classified display ads that would be difficult or impossible to enter directly in the classified system. Examples of such ads include ads that have scanned art, multiple graphic elements, tints, internal columns or complex tabulation.

The general idea is that these ads may be composed using Windows desktop design programs like Quark XPress or Corel Draw.

The classified system will track two general kinds of classified display ads: in-line and out-of-line. In-line ads are ones that are meant to appear in-column, interspersed with text ads. They will usually be one-column in width. Out-of-line ads are ads that are meant to be stacked — usually at the top or bottom of the page — under classification titles with text and

in-line ads flowing around them. They will typically be multi-column or deep one-column ads.

If you're using the classified system's direct PostScript or indirect Windows Quark XPress typesetting drivers, in-column classified display ads will be automatically included and printed or paginated in the classified ad runs. Out-of-line ads will be listed in a manifest for separate placement on the page.

1.1 *Components*

The display ad facilities include components for the classified system, Windows and Windows XPress.

The Windows XPress component is an XPress XTension, ClassLink, which includes facilities for automatically including in-line display ad files as anchor boxes in classified ad runs.

2 *Classified System Components*

2.1 *Setup*

Setup of classified system components has two parts: First, install a current copy of the classified system version 4.2 program set into your classified system program directory

. Second, edit the ClassAd.INI text file in your classified system file directory and add the line:

```
UseDisplay=TRUE
```

This turns on display functionality.

There are additional ClassAd.Ini settings that may be used to refine the classified system's display ad handling.

➤ **Display Ad File Purging**

The classified system normally takes a conservative approach to the print and source files used for classified display ads: it does not delete these files when related ads are purged. This means that management of these files is the responsibility of the user, not the classified system. If the user does not delete or archive them, they will eventually congest the hard disk or file server on which they reside.

You may tell the classified system to take responsibility for managing classified display ad source and print files by adding the line:

```
AutoPurgeDisplay=TRUE
```

to the ClassAd.Ini file. When this option is specified, the classified system will delete display ad source and print files when it purges associated ads. This means that congestion by source and print files should not be a danger. But, valuable files representing many hours of work may be deleted with ad orders.

➤ **Default Depths and Measurement**

When sellers enter new display ad orders, the default depth is 72 points and the default unit of measurement is points. Both of these may be changed. Adding:

```
DepthUnit=Inches
```

changes the default measurement unit to inches. Other valid choices include: points, centimeters (cm), pica points (e.g., 12p2 is 12 picas + 2 points) and agate lines (one agate line = 1/14 inch). Adding a line like:

```
DefaultDepth=2 in
```

changes the default classified display depth to two inches.

In addition, the default for the Inline field, normally "yes", may be changed to "no"

by adding the directive:

```
DefaultInLine=FALSE
```

2.2 Typesetting Formats

You'll also probably need to setup one or more rate tables for classified display ads and to setup typesetting formats associated with in-line display ads for these rate tables. The rate table associated "on" and "off" strings for these ads will probably be simple; they may only need to place a few points of white space above and below the display ads.

Please make sure that these formats don't call for boxing of associated ads. Your display ads will nearly certainly have borders of their own, so boxes will be unnecessary. Also, they flatly won't work if you're flowing ads into XPress since XPress doesn't support embedded anchor boxes.

3 Placing Display Orders

To create an order for a classified display ad, first enter the ad as usual. Go ahead and put the ad's text or composition instructions in the ad text field of the ad, since that information will be available for pasting when the ad is composed in Windows.

Before filing the ad, convert it to classified display by pressing the F7 function key. This will cause a display record dialog to pop up. The display record dialog has the following fields:

Last Name: Angus		Phone: 415-870-1021	Account Code: 092687-00005
First Name: Jerry		Last Name: Angus	
871 West Field		Phone: 415-870-1021	Type: T
Add	Classified Display Record		B
Due	Angus	10/26/93-TFN 200 BEDROOM Set	0 3.87
[A]S	Tag:		
[C]I	Columns: 1 Depth: 72 points Inline: Yes No		
[E]C	Source (.QXD, .CDR, etc.) File:		
[G]S	▶ None ◀		
[I]A	Print (.EPS, .TIF, etc.) File:		
[J]N	▶ None ◀		
[L]S	7		
[M]C	0		
Press F10 to add new display record or "Esc" to abort change.			

U PrintInvoice **X** CopyAd **F5** Queue **F6** QuickText **F7** Display **F9** Abort

The Classified Display Record Dialog

Tag

The display record automatically includes the customer last name, start date, inserts ordered, classification and text first line. Enter any additional information, which may help identify the ad to others in this field.

Columns

Enter the width of the ad in columns here. The ad width must be a whole number of columns.

Depth

Specify the depth of the ad in points (*abbreviation "pt"*), inches (*"in"*), centimeters (*"cm"*), pica points (*e.g., 12p2 for 12 picas + 2 points*), or agate lines (*"ag", 1 agate line = 1/14 inch*). If no unit (*pt, in, ag, cm*) is specified, the measurement unit will be assumed to be points or whatever was specified for "DepthUnit" in the ClassAd.Ini file. No matter what measurement unit is specified, the depth will be rounded to a whole number of points.

This information is used for both charging and composition.

Inline

Set the "Inline" field to "Yes" if the ad is to be placed in-column with text classified ads. Inline ads will be printed in classified galleys or flowed into page composition software along with text ads. Specify "No" if the ad is meant for separate placement or stacking on the page. Most — if not all — multi-column ads will not be inline.

Source File

If there is already an editable document containing the display ad, specify its filename here. An editable document would typically be an XPress, Corel Draw, Paintbrush or such file that a Windows user may edit with the associated Windows application program. If there is no editable document file, or if you plan to have one created later, leave the field blank.

Note that if you need to find an already existing document file, you may use wildcard characters in this field — like "`\cdisplay*.cdr`" — and a list of matching files will pop up for selection.

Print File

This field is meant to contain the name of the file that will actually be used to print the display ad. If you're using the classified system's direct PostScript drivers, the file must be in encapsulated PostScript format (*EPS*). If you're using the XPress drivers and ClassLink for pagination, the file may be in any picture format supported by XPress. These include encapsulated PostScript (*EPS*), Adobe Acrobat (*PDF*), Windows MetaFile (*WMF*), bitmap (*BMP*) and tag-image file format (*TIF*). Note that the filename extension — the three characters after the period — must be what XPress expects for the type of file.

If no print file exists yet, leave the field blank. It may be created later in Windows. If the print file field is still empty at typesetting time, the ad will print as a blank box in XPress or as an “X” box with account and tag information on PostScript galleys. It will also be included in a list of such ads that may be printed at typesetting or proofing time.

Note that, as with the source file field, you may use wildcards to browse available files.

3.1 Sample: Entering One-Column Display Ads in SunType:

Production is easier using Quark if you enter the one-column display ads through the classified system. Here’s how you do it:

1. *From the Insert Order Screen or while in the ad text screen, press <F7> to bring up a display ad order.*
2. *In the “Tag Line”, put an exclamation mark (!) followed by a few words to identify the ad. The “!” will put the display ads at the top of the category.*
3. *On the next line, be sure the ad is 1 column and then specify the depth in decimal inches (1.5 is 1½ inches).*
4. *Leave the “Inline” setting as “yes”. Leave the rest of the lines blank.*
5. *Press <Enter> to file the ad.*
6. *A display ad will have a yellow flag “DISPLAY” on the insertion order screen.*

(Note: You may “undisplay” an ad by pressing <F7> and then <ALT>-D.

4 Typesetting & Proofing

Classified system typesetting and proofing operations are little different from the operations described in the classified manual (*or in the ClassLink documentation*). The principle difference is that the typesetting and proofing modules will generate lists of ads that are not in-line or do not have a print file specified.

You’ll be given the opportunity to print the lists at the end of the typesetting or proofing run.

4.1 Gathering Files

The new typesetting programs put an additional option on the dialog where the output driver and file are selected. The option is “Gather display ad files” and may be set to “yes” or “no”. Turn gathering on if you need to have the typesetting or proofing program gather all display print files for the ad run into the typesetting destination drive and directory. Why would you do this? Let’s say that the computer that will do the final typesetting or pagination is not on the same network or doesn’t share the same drive mappings. Then, it won’t be able to find the print files unless they’ve been placed on the shared disk. Setting gather to yes will bring copies of all the files together at the destination disk and directory.

It's particularly important to use the "gather" option if you're planning to paginate your ads on a Mac. The Mac version of the ClassLink XTension requires that all the print files required for an ad run be in the same folder.

Also, if you're transporting your classified ad run files to a Mac via a translation utility like Apple File Exchange, make sure that text translation is turned off. ClassLink takes care of ad-text character set and other translations and any translations made by the exchange program will make a mess.

1. Character Mapping For Standard Zapf dingbat and Symbol Fonts.

Character placement above ASCII 127 may vary and should be verified for target fonts on the production machine.

Mac Typography Test			Character Translation with MAC flag set in ClassLin.Dat ClassLink 2.03	
#	Text	Symbol	Dingbat	
32	!	!	⚡	82 R
33	"	Ⓜ	Ⓜ	83 S
34	#	#	Ⓜ	84 T
35	\$	Ⓜ	Ⓜ	85 U
36	%	%	Ⓜ	86 V
37	&	&	Ⓜ	87 W
38	'	Ⓜ	Ⓜ	88 X
39	(Ⓜ	Ⓜ	89 Y
40)	Ⓜ	Ⓜ	90 Z
41	*	*	Ⓜ	91 [
42	+	+	Ⓜ	92 CODE
43	,	,	Ⓜ	93]
44	·	·	Ⓜ	94 CODE
45	-	-	Ⓜ	95
46	.	.	Ⓜ	96
47	/	/	Ⓜ	97 a
48	0	0	Ⓜ	98 b
49	1	1	Ⓜ	99 c
50	2	2	Ⓜ	100 d
51	3	3	Ⓜ	101 e
52	4	4	Ⓜ	102 f
53	5	5	Ⓜ	103 g
54	6	6	Ⓜ	104 h
55	7	7	Ⓜ	105 i
56	8	8	Ⓜ	106 j
57	9	9	Ⓜ	107 k
58	:	:	Ⓜ	108 l
59	;	;	Ⓜ	109 m
60	CODE	=	Ⓜ	110 n
61	=	=	Ⓜ	111 o
62	?	?	Ⓜ	112 p
63	@	≡	Ⓜ	113 q
64	A	A	Ⓜ	114 r
65	B	B	Ⓜ	115 s
66	C	X	Ⓜ	116 t
67	D	Δ	Ⓜ	117 u
68	E	E	Ⓜ	118 v
69	F	Φ	Ⓜ	119 w
70	G	Γ	Ⓜ	120 x
71	H	H	Ⓜ	121 y
72	I	I	Ⓜ	122 z
73	J	Ⓜ	Ⓜ	123 CODE
74	K	K	Ⓜ	124 CODE
75	L	Λ	Ⓜ	125 CODE
76	M	M	Ⓜ	126
77	N	N	Ⓜ	127 =
78	O	O	Ⓜ	128 Ç
79	P	Π	Ⓜ	129 ü
80	Q	Ⓜ	Ⓜ	130 é
81				131 ä
				132 ä
				133 à
				134 à
				135 ç
				136 è
				137 è
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				148 ò
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Windows Font Installation

Chapter

5

1 *Installation with SetFonts*

SetFonts.Exe is the Windows program that allows editing of the classified font table from inside Windows using the Windows font list. You may use it to install fonts for classified if you are using a Windows program like Quark XPress® for classified output.

To install SetFonts follow the *Microsoft Windows User's Guide* instructions for creating a program item or just run the program from the Windows File Manager.

1.1 *To Create A Program Item By Using File Manager*

- Locate the Program Manager group where you want to create a new program item. The destination group can be either a window or an icon.
- Open File Manager and select the program or document file that you want to add as a program item. (*You can also select multiple items and add them to a group at the same time.*)
- If necessary, reposition the File Manager window so that you can see both File Manager and the Program Manager group icon or window where you want to place the new program item.

Note: If no other application windows are open except for File Manager and Program Manager, you can press CTRL+ESC to open Task List, and then choose the Tile button to arrange the File Manager and Program Manager windows.

- Drag the file icon from File Manager to Program Manager, and drop it in the group window or onto the group icon. As you drag the file icon, the mouse pointer turns into a replica of a file icon. If you select multiple items, you can drag them all at the same time.

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