

# New Markzware plug-in opens Microsoft Publisher files in Adobe InDesign



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Are you sitting? Don't read any further unless you're sitting. The news I'm about to share requires that you be in a seated position before reading any further. OK, ready? You can open Microsoft Publisher files in InDesign.

Whoa! I can hear the sounds of publishers, editors and designers falling out of their chairs from Sydney, Australia to Portland, Maine. Now, aren't you glad you were sitting?

You heard me right. I just received an email from Markzware. You've probably bought their products before. They're the folks behind FlightCheck, ID2Q (InDesign to Quark) and Q2ID (Quark to InDesign). They have a new plug-in for InDesign called PUB2ID (Microsoft Publisher to Adobe InDesign). PUB2ID provides an easy method to migrate Microsoft Publisher content into Adobe InDesign documents. The conversion is enabled with a single click using the InDesign File->Open menu. No more re-creating documents from scratch; PUB2ID gives you a big head-start.

OK. Take a breath. It caught me by surprise, too. One of the questions I get most often is from newspapers trying to figure out what to do with all those pesky Microsoft Publisher files they receive. Windows-based newspapers can open the files in Publisher, then make a PDF of them. Still, that isn't a perfect solution. Mac-based newspapers have been at a total loss. There has not a program (till now) that can open a Publisher document on a Mac.

Then, on Friday, I received a general announcement from Mary Gay at Markzware - something about opening Publisher files in InDesign. She had my attention.

I've become a big fan of Q2ID and ID2Q, plug-ins that allow Quark users to open InDesign files and InDesign users to open Quark files. When I have the chance I tell every newspaper they should have one of these, depending on which application they use for layout. I couldn't help but wonder if PUB2ID would work as well as these.


Well, there's good news and bad news. The good news is InDesign will open Microsoft Publisher files with PUB2ID. The bad news is that they don't open as cleanly as Quark files open in InDesign using Q2ID. I can't fault the folks at Markzware for this. There are plenty of notices on their Web site to let potential buyers know that Publisher files

in Publisher. After a couple of quick calls, I had two .PUB (Publisher) files in my inbox.

I quickly went to Adobe InDesign CS3 (PUB2ID works with the CS2 and CS3 versions of InDesign) and selected File>Open. After saying the magic words and sprinkling pixie dust on my keyboard, I selected the Publisher files to open. To my surprise, the six-page newsletter opened up very nicely. Things were in the right place. Most fonts looked right, and I was able to adjust, using the standard InDesign tools, items that had shifted or otherwise needed adjustment. I used the handy find/change tool to convert missing fonts to fonts on my system, and I had a newsletter that looked like I had designed it in InDesign.

The calendar, however, didn't convert as well. Everything was there. All the text, clipart and lines were on the page. But it required a lot of work to get things where they needed to be. In fact, I wondered if it wouldn't be just as fast to create a new calendar in InDesign from scratch. To be fair, though, most Publisher files newspapers receive are more like the newsletter - a combination of graphics and text. The calendar was a tough conversion due to all the overlapping text frames and lines.

It seems that most Publisher files that end up in newspaper inboxes are ads created by "agencies" that



**3-on-3 Tournament Results**  
A good time was had by all at this year's tournament which raised \$300 for our Fish ministry. The team of Amber Barnett, Ben Barnett, and Lytle Bowman defeated Adam Stern, Jim Boyd, and Chris Dalton in the Championship game.  
Thanks to everyone who participated!

This ad opened from a Microsoft Publisher document in Adobe InDesign, with the help of PUB2ID.



## InDesign users can open Microsoft Publisher files directly in InDesign with Markzware's PUB2ID.

opened in InDesign will have to be adjusted. Things move around. Fonts, if the Publisher fonts aren't loaded on your system, change. Still, Microsoft Publisher files open in InDesign! For now, that's good enough for me.

I contacted Mary and asked if she could send a copy of PUB2ID to me. Upon downloading and installing the software, I was faced with a dilemma. I didn't have any Microsoft Publisher files. I've gotten in the habit of discarding problematic files as quickly as possible, so I don't keep these lying around.

Fortunately, I remembered that a colleague does her company calendar in Publisher, and I know a church secretary that produces a newsletter

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## Where's Kevin?

- Dallas, Texas (TPA) → Jan. 18
- Minneapolis (MNA) → Jan. 24
- Des Moines (INA) → Feb. 8
- Minneapolis (MFPA) → Feb. 9
- Nashville (TPA) → Feb. 13-15
- Indiana Tour (HSPA) → Mar. 11-14