

IMAGES:

Color images intended for process printing should be saved as CMYK. Black and White images should be saved as Grayscale. Desired orientation (rotation, flop, skew) is to be applied in Photoshop.

FONTS:

Fonts should not be stylized in your page layout program. Example: Do not stylize fonts by using [bold] [italic] or other font style commands. Use the font containing the desired attribute. In the event the desired font is not available a different font should be chosen. All fonts used must be supplied in a separate folder labeled "Fonts" For Macintosh, the Adobe Postscript Font must be provided. All fonts used in EPS files must be converted to outlines.

MEDIA FOR FILE TRANSFER:

Attachment Connection Hot Line supports the following Macintosh platform media: CD/DVD. Supply a color or laser print of each ad.

ELECTRONIC FILE TRANSMISSION:

Attachment Connection Hot Line is able to accept files electronically using E-mail and FTP. When sending files via email have your graphic elements originally scanned (240-300 dpi) and save them as a JPEG of the highest or maximum quality when preparing to send.

SOFTWARE

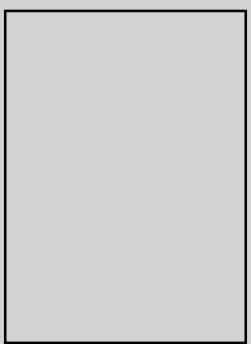
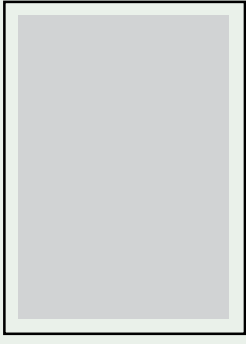
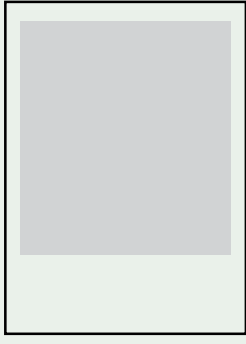
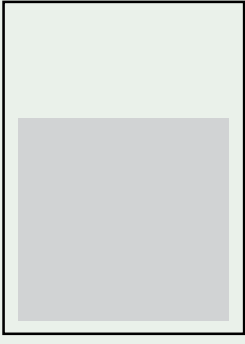
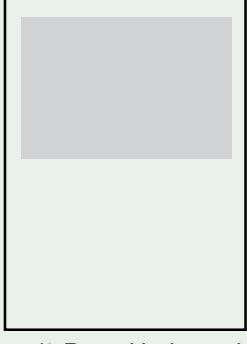
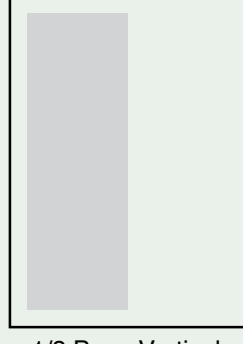
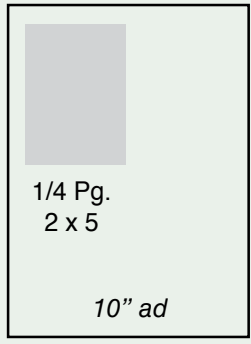
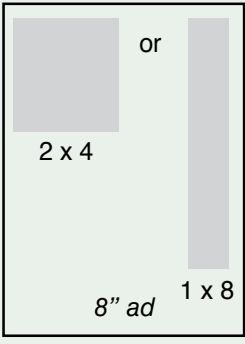
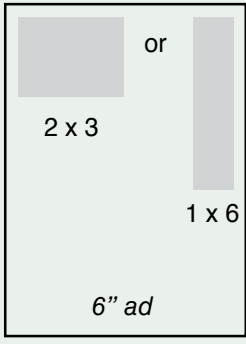
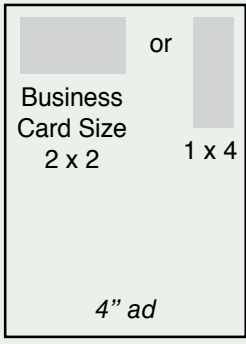
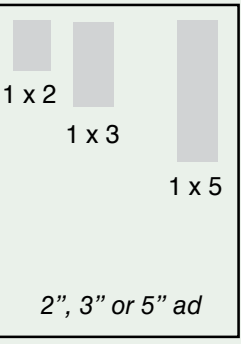
InDesign CS2
Photoshop CS2
Freehand v 10.0
PDF File

DIMENSIONS:

The size given below show the exact dimensions to run in the area reserved for the advertisement. Changes to files with embedded components require a new disk to be submitted by the Client or Agency.

Please do not exceed the live area size in order to keep anything from being cropped off. The cut size is give to help position the advertisement and any graphics that are meant to bleed off of the page

Page Trim: 7 5/8" x 10 3/4" **Live Area:** 7" x 9 7/8" **Bleed Size:** 8 1/4" x 11"

					
Full Page Bleed 4 x 10 8 1/4" x 11"	Full Page 4 x 10 7" x 9 7/8"	Back Cover 4 x 8 7" x 7-7/8"	Front Cover 4 x 7 7" x 7-1/8"	1/2 Page Horizontal 4 x 5 7" x 4-7/8"	1/2 Page Vertical 2 x 10 3-3/8" x 9-7/8"
					
1/4 Pg. 2 x 5 10" ad 3-3/8" x 4-7/8"	2 x 4 or 1 x 8 8" ad 3-3/8" x 3-7/8" or 1-5/8" x 7-7/8"	2 x 3 or 1 x 6 6" ad 3-3/8" x 2-7/8" or 1-5/8" x 5-7/8"	Business Card Size 2 x 2 or 1 x 4 4" ad 3-3/8" x 1-7/8" or 1-5/8" x 3-7/8"	1 x 2, 1 x 3, or 1 x 5 2", 3" or 5" ad 1-5/8" x 1-7/8" 1-5/8" x 2-7/8" 1-5/8" x 4-7/8"	