

AD PRODUCTION:

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files larger than 3MB email to:
apupload@hotmail.com

ELECTRONIC AD SUBMISSION

Publication Produced in Quark XPress 6.5 on Macintosh Computers

What You Must Send:

- We will accept original documents built to publication specific measurements in Quark Express 6.5, Adobe Illustrator CS2, Adobe Photoshop CS2 or PDF format.
- Do not place graphics or photos in word processing documents for submission! Submit only original graphic files in the formats listed above (eps, tiff, jpeg).
- All ads MUST be accompanied by a proof (hard copy and/or PDF file or fax) for reference.
- Color ads should be built with CMYK specifications.
- Black and White ads should be built with NO color elements.
- All ad submissions must include ALL GRAPHIC ELEMENTS and FONTS (including fonts embedded in an eps or in logo) UNLESS fonts have been converted to paths.
- All fonts must be in Postscript format.

How to Submit Your Ad:

Digital ads in the following formats will be accepted:

- On CD-ROM (Macintosh or ISO 9660 format only)
- Via e-mail to: apaxton@cvip.net / if file larger than 3MB email to: apupload@hotmail.com
 - All e-mail should include the following information: Advertiser's name and agency name and contact information; scheduled run date; contact name; phone AND fax numbers.
 - Quark 6.5, EPS and Illustrator CS2 documents must be accompanied by ALL linked ART, PHOTOS and ALL FONTS, including screen and printer fonts.
 - EPS files must be compatible with Illustrator CS2.
 - PDF files must have all fonts used embedded in the file, and file resolution must be at 300 dpi or higher at final (printed) size. Preference of fonts converted to paths.
 - Do not place graphics or photos in word processing documents for submission! Submit only original graphic files in the formats listed above (eps, tiff, jpeg).
 - Photos should be sent in JPEG format (JPEG 9 or higher) to reduce file size.
 - FAX a copy of the ad for comparison/verification.

GRAPHICS:

Scanning Photos:

- Scan images at 100% of their final size at 300 dpi
- Save color images as CMYK and black and white images as grayscale.

Scanning Line Art (black and white)

- Scan at 600 dpi, bitmap mode