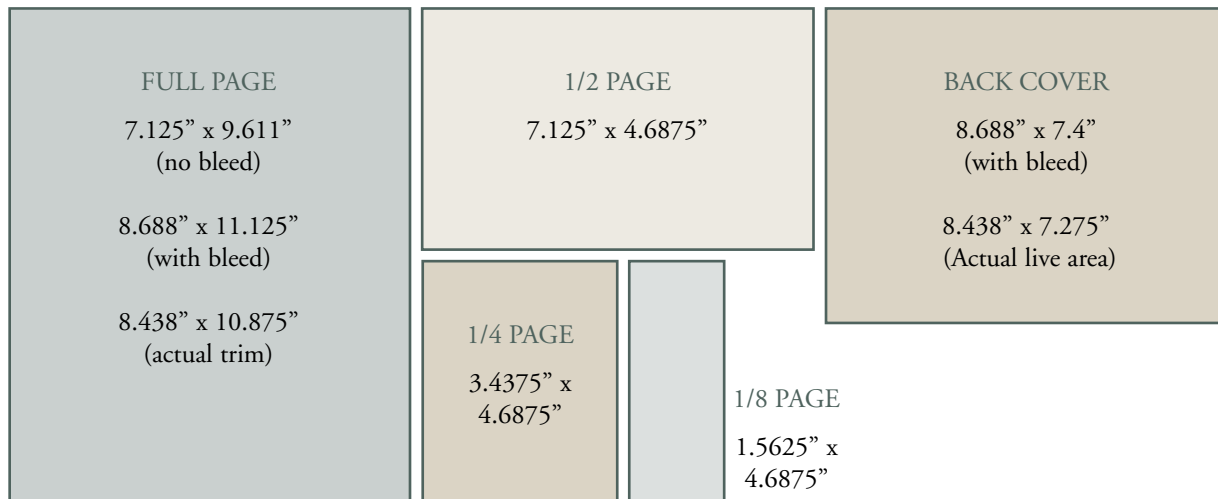


# SPECIFICATIONS



## REMINDERS:

- Photos should be CMYK, have final effective resolution of 300 dpi and saved as TIFF or EPS.
- Lineart should have a final resolution of 1,200 dpi and saved as TIFF with LZW compression applied.
- For high-resolution PDFs, all fonts and artwork need to be embedded. Please provide all original files.
- For Illustrator files, fonts need to be converted to outlines and saved as an EPS file for importing into Quark.
- If you only use Truetype fonts, create a high-res PDF from the Quark file and embed the fonts.
- Keep all type or important information within 1/2" or 0.5" from the edge of a full page ad for trim allowance.
- Save final images and files in CMYK format.

## PLATFORM:

- Macintosh or PC

## SOFTWARE:

- Quark 5.0 to 7.3
- InDesign 1.5 to CS2
- Illustrator 6 to CS2 for Mac; 8 to CS2 for PC
- Photoshop 3 to CS2 Mac; 5 to CS2 for PC
- Acrobat 4 or later

## MEDIA REQUIREMENTS:

- CD-ROM

## INCLUDE:

- Printed directory showing all disc contents, including fonts, scans and illustrations
- Contract quality proof
- Contact information for ad provider and designer
- All images and fonts (including screen and printer fonts – avoid TrueType whenever possible)
- Native files in Quark or Indesign as well as Print ready .pdf or .eps files.

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If the above, non-negotiable requirements are not met, additional services and subsequent charges will be applied to your bill. You will be consulted if additional services are required for your ad.