the DIRECTOR

800-228-6332 • 262-789-1880 • Fax: 262-789-6977

Electronic Ad—Customer checklist

Customer_____

Contact_____Phone # _____ Fax # _____ E-mail _____

Month ad runs _____Size/Description _____

***Size of full page ad:** (see diagram)
Live area: 7 1/4" x 10 1/8"
Trim size: 8 1/4" x 10 7/8"
Bleed: 8 1/2" x 11 1/8"
*See our rate card for correct sizes of all ads.

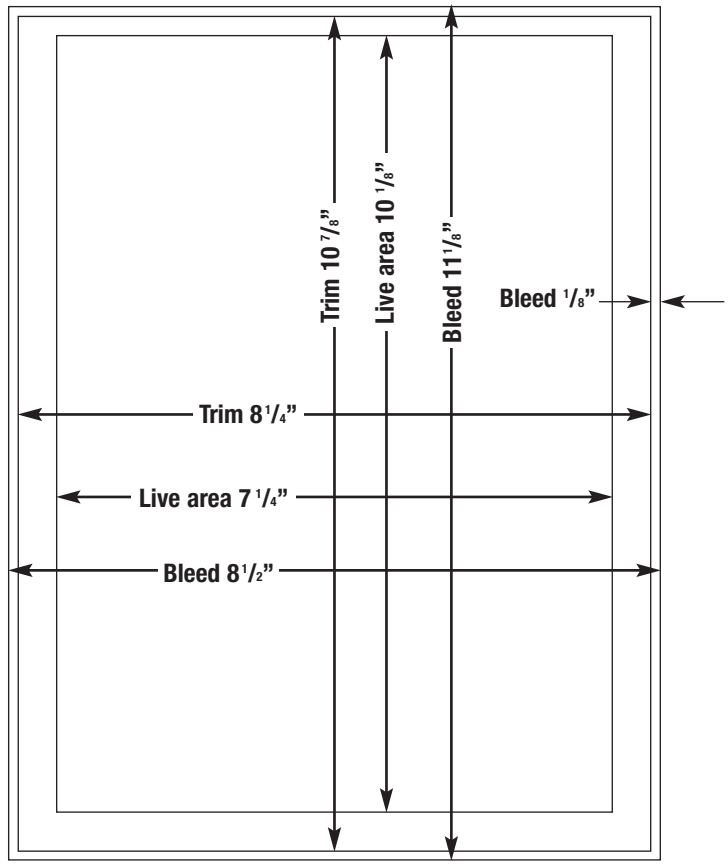
- ❏ The advertisement is built to the correct dimensions (use trim size) described in our mechanical requirements.
- ❏ All live material (type, images, anything that should not get trimmed off) is a minimum of 1/4" from the trim. This pertains primarily to full page ads or ads with bleed.
- ❏ Bleed measures a minimum of 1/8" past the trim.

Software/Version:
QuarkXpress _____ MacIntosh ❏ PC ❏
Illustrator _____ Do not compress files
Photoshop_____
Other _____
Word Perfect and MS Word are not accepted.

Formats we accept:
Acrobat -pdf
QuarkXpress -qxd
Illustrator -eps
Photoshop -tiff, eps, jpeg or pdf

Specifications:

- ❏ All pdf files–embed fonts & pictures for press quality.
- ❏ Minimum resolution of linework images is 1200 dpi.
- ❏ Minimum resolution of images other than line works is 300 dpi.
- ❏ Images with silhouette paths have been saved to disk with paths (clipping paths).
- ❏ All Photoshop files should be flattened so there are no extra layers. Use Photoshop EPS files if needed (clipping paths). Do not use Photoshop DCS EPS files.
- ❏ All printer and screen fonts in the layout document (QuarkXpress) and accompanying images are included with files. Give us complete sets of fonts and not customized suitcases. We cannot use PC fonts (we would have to substitute our fonts).
- ❏ When working in Illustrator make sure to have the type converted to outlines or embedded.
- ❏ When nestling photo images into Illustrator be sure to embed all images in the eps file.



- ❏ All images are saved as CMYK mode and not RGB mode.
- ❏ Advertisement is not built using Pantone (PMS) colors.
- ❏ Images are cropped to the correct size for placement in the layout (QuarkXpress) document.
- ❏ Current proofs at 100% size of all pages. When mailing files to us always include a proof (four color proofs for four color ads).

E-mail requirements:

- ❏ When sending type fonts, QuarkXpress and Illustrator files it is advisable to stuff those files. PDF files must be created correctly (the halftone images must originally be constructed at 300 dpi line art originally constructed at 1200 dpi). When E-mailing files please fax us a copy of the ad.