

# PET LOVERS COMPANION

## SUBMISSION GUIDELINES FOR ADS

The following guidelines pertain to digitally supplied ads. Digitally supplied ads refers to predesigned ads to be printed in Pet Lovers Companion.

**One Color Ads:** These ads are built using black only. All images must be saved as grayscale. All artwork must be created using black only. Do not create a new color mixing black and cyan.

**Two Color Ads:** These ads are built using black and one process color only. All images must be saved as grayscale. All artwork must be created using black and the same process color used in ad copy.

**Full Color Ads:** These ads are built using CMYK process colors only. Images should be saved as grayscale or CMYK. Line art should be created using CMYK process colors.

### AD SIZES

Full Page w/bleed*:	5 <sup>1</sup> / <sub>4</sub> " w" x 8 <sup>1</sup> / <sub>4</sub> " h" (trim size)	(31p6 x 49p6 pica)
Full Page:	4 <sup>1</sup> / <sub>16</sub> " w" x 7 <sup>1</sup> / <sub>2</sub> " h"	(28 x 45 pica)
Half Page:	4 <sup>1</sup> / <sub>16</sub> " w" x 3 <sup>11</sup> / <sub>16</sub> " h"	(28 x 22 pica)
Quarter Page:	vertical 2 <sup>1</sup> / <sub>4</sub> " w" x 3 <sup>11</sup> / <sub>16</sub> " h"	(13p6 x 22 pica)
	horizontal 4 <sup>1</sup> / <sub>16</sub> " w" x 1 <sup>13</sup> / <sub>16</sub> " h"	(28 x 11 pica)
Eighth Page:	2 <sup>1</sup> / <sub>4</sub> " w" x 1 <sup>13</sup> / <sub>16</sub> " h"	(13p6 x 11 pica)
Sixteenth Page:	2 <sup>1</sup> / <sub>4</sub> " w" x <sup>13</sup> / <sub>16</sub> " h"	(13p6 x 5p6 pica)

\*Bleed Ads: Available on Full Color ads. Bleeds must extend at least <sup>1</sup>/<sub>4</sub>" (.125") beyond the trim size.

### SUPPORTED MACINTOSH & WINDOWS APPLICATIONS (*Macintosh preferred*)

Adobe Illustrator CS, Adobe InDesign CS, Adobe Photoshop CS, Macromedia FreeHand 10, Adobe PageMaker 7, Quark XPress 6, We can also accept previous versions of the above programs. We **DO NOT** accept Word, PowerPoint, or PrintShop ads.

### ADOBE PDF FILES

Ads can be submitted in Adobe PDF format if saved at PRESS or High Resolution making sure all fonts and graphics are embedded.

### SUPPORTED FILE FORMATS

EPS, TIFF, JPEG (maximum quality)

### ACCEPTED MEDIA

3.5" HD floppy diskettes, 100MB Zip disk, and CD-ROM

### HOW TO SEND ADS ON DISK

Include all files pertaining to the documents you are sending. This includes all image and graphic files imported into your document, all screen and printer fonts (postscript fonts only, no true type fonts) used and the document itself. Make sure you also supply fonts that may be used in any graphics you placed into the ad. Provide a full-size proof of your document. If you do not include all images and fonts on your disk, additional charges *may* apply.

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## PRE-DELIVERY CHECKLIST

*Use this checklist to make sure you have sent us everything we need, and include with your disk.*

- Provide hard paper proofs of all files to be output.
- All supporting graphic files.
- Supporting graphics are saved in EPS, TIFF or JPEG (maximum quality).
- Graphic files used in embedded images are provided.
- All fonts, including those in embedded graphics are included. (Both screen and printer fonts should be provided.) Postscript fonts only.
- RGB, PMS and custom colors are converted to CMYK for full color ads
- Image resolution is **300 dpi** minimum for CMYK and Grayscale images. Resolutions for bitmap images is **600 dpi** minimum (1,200 ppi preferred)
- Page settings are properly specified (trim, margin, bleeds, etc.)

PLATFORM USED:  Macintosh  Windows

APPLICATION(S) USED: \_\_\_\_\_

FILE DELIVERY:  CD-ROM  3.5" HD Floppy Diskette  Zip Disk 100MB

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