

Guide to the Seacoast Ad Spec. Sheet

CHAMBER MEMBER: _____

NAME OF AD: _____ PLACEMENT: _____

SIZE: full page (7.325"x8.175") full panel (3.5"x8.175") half panel (3.5"x4.0") 1/4 page (3.5"x1.9")

1 **STRAIGHT PICK-UP** (Please re-use a previously existing ad as it exists. Copy supplied to right.)
 pull film from: issue _____ page _____

2 **PICK-UP WITH ALTERATIONS** (Indicated on photocopy pasted to right.) After review, alteration quotes will be supplied on a job by job basis.
 pull from: issue _____ page _____
 on disk: supplied to follow: date _____

3 **NEW AD TO BE TYPESET** A detailed mock-up is supplied at right indicating type layout, photo positioning, color breaks and graphic illustrations required, with clear and specific instructions describing all information about the layout. Original logos/graphics for scanning must be supplied on clean white paper (of any type) with solid blacks and a clean background. B&W or color photos accepted in the following order of preference: 1) clean transparencies/slides; 2) clean prints/reflexive art; 3) previously printed material (reproduces poorly). *Remember, a scan is only as good as its original. No faxes, or raised letter graphics please. Ads that are not supplied camera ready will be created digitally and the client will be charged by the Chamber per ad (based on contract).

4 **DIGITAL ARTWORK/TEXT** (Electronic files will be supplied with a hardcopy proof pasted to right.)
 CD Zip Other
Files can be submitted digitally in Macintosh QuarkXpress vers. 5.0 or higher, and must include all high resolution CMYK scans, all fonts, placed tiff/eps files w/original digital graphic files (i.e. Illustrator or Freehand files). We also accept PDF, EPS and TIFF files saved as 300dpi CMYK files. Files and placed graphics must be built using process colors, (not PMS spot colors).
 New Existing (Pull from: _____)

FULL PANEL

(3.5" X 8.175")

QUARTER PANEL

(3.5" X 1.9")

HALF PANEL

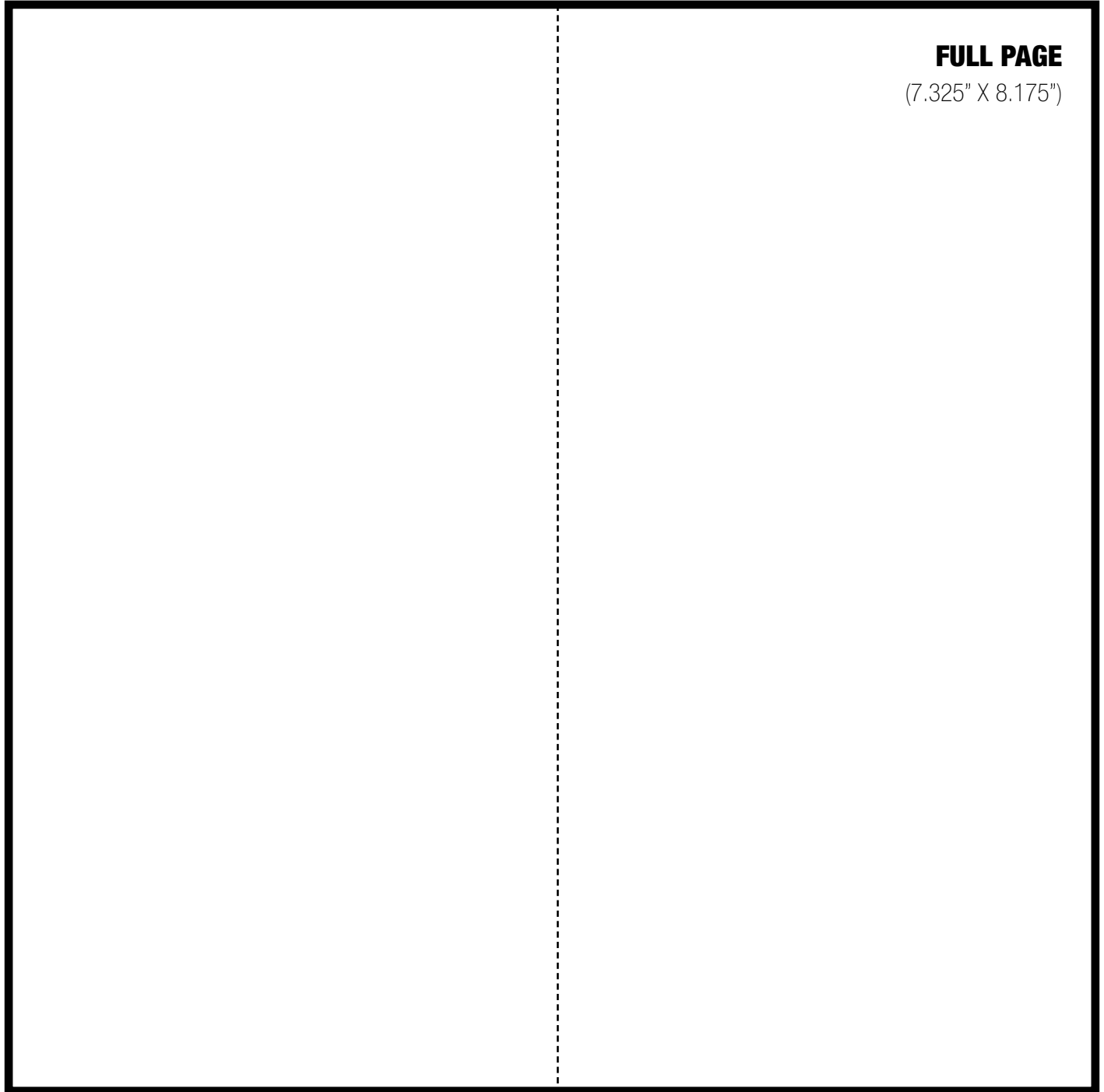
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FULL PAGE

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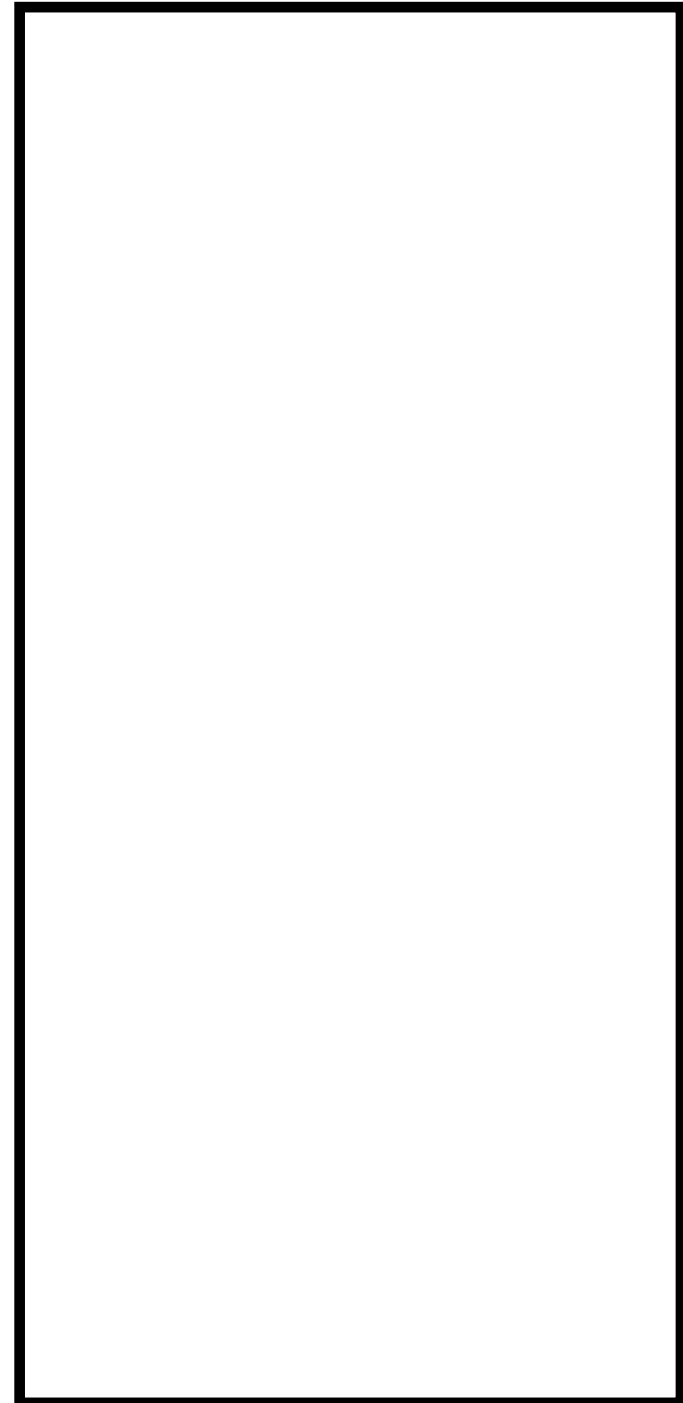
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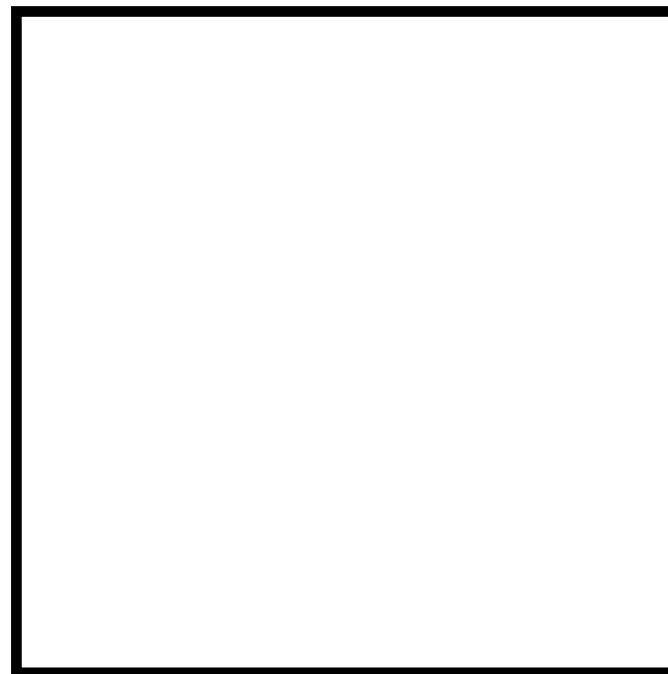
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HALF PANEL

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