

ARTWORK DEADLINE: Final art is due by the 15th of the month prior to mailing. (Example: January mailing art is due December 15)

ARTWORK

SPECIFICATIONS:

CARD SIZE: 5.5" x 3.5"

Live Area: 5.125" x 3.125"

Bleed: .125"

(see layout at right for example)

COLOR AND LAYOUT:

FULL COLOR FRONT, BW ON BACK.

Art can be laid out vertically or horizontally. Since the deck is mailed in a sealed packet, there is no need to leave space on the back for a mailing panel.

OPTIMAL FORMAT:

Provide document as a 2-page, press optimized PDF.

PDF SET-UP: Create PDF using

Adobe Acrobat Distiller, not an export or print feature from native software if possible.

Output PDF 1" larger than cut size (6.5" x 4.5"), turn on registration marks, and set bleed to .25".

Use "Press Quality" presets, making sure to embed all fonts and compress images to 400dpi.

ACCEPTABLE FORMATS FOR COMPLETED ADS:

Quark Xpress: Include all support fonts and images. Make sure any eps files placed in Quark document have all type converted to outlines. Any placed tiffs are 300 dpi and CMYK color.

Adobe Illustrator: Make sure all fonts are converted to outlines and any placed tiffs are also included. If placing tiffs, make sure they are 300 dpi/CMYK.

Adobe Photoshop: Make sure art is 300 dpi. Make sure all fonts are rasterized. If possible, provide layered Photoshop files for editing purposes.

UNACCEPTABLE FORMATS FOR COMPLETED ADS: We cannot use art created in Publisher, Pagemaker or CorelDraw. InDesign, please send outlined EPS export or PDF files instead of InDesign files.

FOR ADS TO BE BUILT BY AFFLUENT COLORADO:

LOGOS/GRAPHICS- Provide logos as vector-based eps files, preferably Adobe Illustrator. Next best are Adobe Photoshop layered files created at 300 dpi. As mentioned above, we cannot use Publisher, InDesign, Pagemaker or CorelDraw files unless they are exported into an acceptable format. High resolution copies on pure white background that can be used for scanning are acceptable as well, but are subject to quality issues.

PHOTOS/SCANS - Provide photos digitally as high-resolution jpegs or tiffs, 300 dpi or greater.

Previously printed ads or publications are not acceptable for scanning due to moire patterns. Photos stored on digital camera memory devices such as Memory Sticks may not be usable, call us first.

COPY/TEXT - When possible, provide text as a digital file as a Word document, or as plain text. Charges apply for copywriting from hardcopy.

PROVIDING ART TO AFFLUENT COLORADO

Please provide digital files via email (when possible) to info@onemarketingsource.com. If the sum of your attachments is greater than 10MB, please provide files via FTP at www.senduit.com (set expiration date to 5 days), or mail CD disk to PO Box 2067, Littleton CO 80161.



