

## *Production Specifications/Copy Requirements*

- We accept pages created on MAC platforms and PC conversions.
- Acceptable formats include: High-resolution PDF, Quark Xpress, Illustrator and PhotoShop files.
- We CANNOT accept Freehand, PageMaker, Corel Draw or film: all files must be digital.
- We accept files on ZIP, 100MB or CD-ROM.
- Please include all original or high resolution images used in a copy: including photos, maps, logos and backgrounds. Images should be a minimum 300 DPI (dots per inch) with dimensions equal to or larger than the size at which they will be reproduced.
- Please EMBED ALL FONTS.
- It is recommended that you provide composite proofs of the ad exactly as it should appear in the magazine (in either black & white laser or color), along with all disks.
- For dimensions/ad sizes please reference our current Rate Card.
- Photos or rendering scans should be in grayscale for black & white or CMYK for color and saved in TIF or EPS format.

WHEN EMAILING FILES, PLEASE CALL TO VERIFY THAT THE EMAIL WAS RECEIVED. **We are not responsible for emails sent to our department and never received. Be sure that you receive confirmation of receipt from the Advertising Department.** If we do not confirm that we have received an ad copy, we cannot guarantee that that particular ad copy will run in our publication.