

SEMINOLE magazine

MECHANICAL REQUIREMENTS:

APPLICATIONS

Preferred Format: High resolution PDF files distilled through Acrobat Distiller with fonts embedded. However, please also include a collect folder with all the linked fonts and image files just in case there is any problem with the PDF file.

Macintosh Programs Accepted:

Quark XPress 4.0-6.1 • Adobe Photoshop 4.0-7.0 • Adobe Illustrator 8.0-10.0

FILE MEDIA: Macintosh Formatted CDs.

REQUIRED MATERIALS

- Ad file.
- All resource files included in the ad (logos, graphics, photos).
- All screen and printer fonts used in the ad and resource files.
- A printout of the disk directory to ensure all necessary files are included.
- A proof of the ad is required.

We cannot accept a digital ad without a proof. A Kodak Approval proof provides the greatest accuracy for matching color on press. Rainbow proofs are also acceptable as a representation of the ad itself but are not considered accurate for matching color on press. The final appearance of your ad will be affected by the proof we are matching.

GENERAL GUIDELINES

Do not send us your backup or working disk with other work on it. Send only the files necessary to process your ad. Disks will be returned to advertisers who request that they be returned. *Seminole* magazine is produced on the Macintosh platform. Files not conforming to these guidelines may need to be sent out for conversion. A conversion fee will apply.

- A proof is required for all ads.
- Color images and photos should be CMYK mode, 300 resolution, 150 line screen, saved as tiff or eps.
- 133-150 line screen, film negatives right reading emulsion side down.
- Density: not to exceed 280.
- Black and white or color prints acceptable for black and white ads.
- Transparency, 35 mm slide or color print acceptable for four-color ads.
- Publisher set ads: copy typewritten or computer generated description required and basic layout and design. Proofs will be faxed for advertiser approval and sign-off.
- Only process colors are acceptable and must be specified in percentages of CMYK.
- Logos must be black and white or color original.

NO FAXES OR COPIES ACCEPTED.

Color images should be CMYK mode, 300 dpi resolution, 150 line screen, saved as PDF, tiff or eps.

Disclaimer: *Seminole* magazine will inspect client's digital ads. If additional work is necessary to ensure proper output of ad, additional production charges may apply. If delays occur due to missing or non-compatible resource or font files, late charges may apply.

PUB-SET ADS

For advertisers who require production assistance, *Seminole* magazine will provide advertisers with design and production services upon request. Copy, typewritten or computer generated description required with basic layout example. Materials are due on material closing date. Design services are billed at \$75.00 per hour. Note: Late arrival of materials

Shipping instructions:

Send materials by traceable shipper to:
Seminole magazine
Attn: Bill Ernst
2210 Springs Landing Blvd.
Longwood, FL 32779

Production:

Please direct all inquiries to:
Bill Ernst
407.788.5159