

ENCORE ARTS PROGRAMS AD SPECIFICATIONS

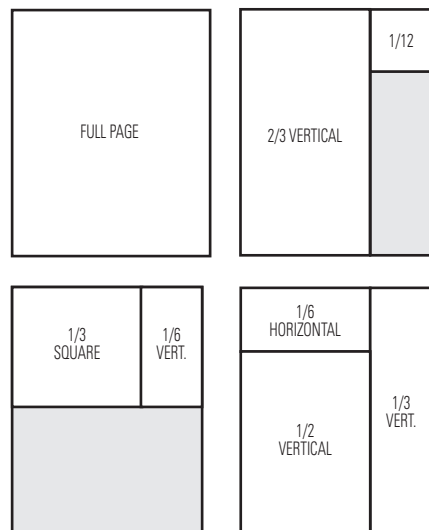
Share with your graphic designer or art director to achieve the best results possible for your ad.

PUBLICATION SPECIFICATIONS

Trim Size.....	8.375" x 10.875"
Live Area	7.375" x 9.875"
Color	Four color process (CMYK)
Maximum Ink Density.....	300%
Line Screen	150 dpi
Image Resolution.....	Photos (300 dpi), Line Art (1200 dpi)
Format	3 column
Column Width	2.25"
Paper.....	Gloss
Binding.....	Saddle-stitched
Printing.....	Heatset Web Offset

PRINT AD SIZES AND DIMENSIONS

FULL PAGE TRIM	8.375 x 10.875"
FULL PAGE LIVE	7.375 x 9.875"
FULL PAGE BLEED	8.625 x 11.125"
2/3 VERTICAL	4.75 x 9.875"
1/2 VERTICAL	4.75 x 7.375"
1/3 VERTICAL	2.25 x 9.875"
1/3 SQUARE	4.75 x 4.875"
1/6 VERTICAL	2.25 x 4.875"
1/6 HORIZONTAL	4.75 x 2.375"
1/12 SQUARE	2.25 x 2.375"



PREFERRED AD FORMAT – PDF

PDF file (press optimized, CMYK, fonts embedded). If a PDF file is inconsistent with Encore's ad specifications, the ad will be returned to the advertiser for modification, or run as submitted.

Alternate ad formats: InDesign, Illustrator, Photoshop. Should a submitted file require modification to meet these ad specifications, the advertiser will be notified that it may be subject to production charges.

Fonts: Encore cannot accept PC fonts. Suggestion: If an ad requires several fonts, or a PC font, the ad should be created in a vector-based program such as Illustrator and converted to paths.

Unacceptable formats: PDFs created using PDF Writer, Publisher, Corel, Word, Excel, or PowerPoint.

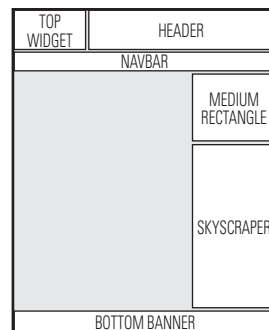
Modifications to ads: Should a submitted file require modification to meet Encore's ad specifications, the advertiser will be notified that the ad may be subject to production charges. Encore reserves the right to substitute fonts.

ONLINE ADS

Online ads may be submitted as RGB, 72dpi jpeg, tiff, or png format in the following sizes:

ONLINE AD SIZES AND DIMENSIONS

HEADER	728 x 90 pixels
NAVBAR	960 x 45 pixels
MEDIUM RECTANGLE	300 x 250 pixels
SKYSCRAPER	300 x 600 pixels
TOP WIDGET	192 x 90 pixels
BOTTOM BANNER	960 x 45 pixels



DEADLINES

Ad materials are due one week after the space closing date of each publication. Your Account Executive will provide the appropriate deadlines for your customized schedule.

PROOFS

If you have any concerns about color fidelity with your ad, we recommend that you submit a contract quality digital color proof.

AD PRODUCTION SERVICES

Encore provides layout, typesetting, scanning and prepress services. Costs vary according to the type of work required. Production costs are non-commissionable. For more information, please contact your Account Executive.

AD SUBMITTAL CONTACT INFORMATION

E-mail:

production@encoremadiagroup.com

Phone:

206.443.0445 x116

800.308.2898 x116

Mail:

425 N. 85th St., Seattle, WA 98103

encore
a r t s p r o g r a m s

206.443.0445 x116

production@encoremadiagroup.com