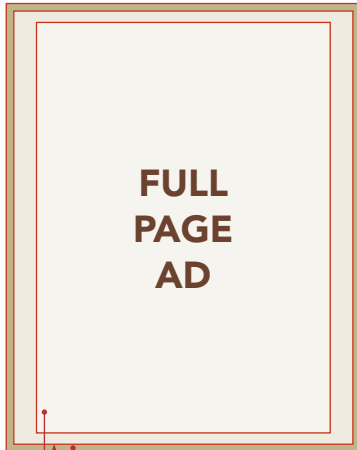


Ad Material Specifications



Bleed: This area will be trimmed off when printed.

Trim: This is the size of the ad once the Bleed has been trimmed off.

Live Area: Keep any important elements of the advertisement in this area to be certain that those elements are not too close to the gutter, in jeopardy of getting trimmed, etc.

Need assistance creating your advertisement?

Contact our Advertising Department to inquire about our affordable design services at (866) 619-0841.

Having trouble creating or submitting your advertisement?

We can help. At *Western Art Collector* we strive to make the process of submitting your advertisement as easy and smooth as possible. Feel free to contact our Advertising Traffic Department to help with any questions you may have. Email us at traffic@westernartcollector.com.

WESTERN ART COLLECTOR

7530 E. Main St., Ste. 105, Scottsdale, AZ 85251
 Tel: 866-619-0841 • Fax: 480-425-0724
 Email: coordinator@WesternArtCollector.com
 Website: www.WesternArtCollector.com

ACCEPTED AD FILE FORMATS

InDesign CS3 or lower

Please include all fonts and images used. All images and files must be 300 dpi at 100% scale. Files and images should be in CMYK. We can accept RGB and Spot color files and images, but we must convert them to CMYK, which will slightly affect the color.

Illustrator CS3 or lower

Please save image as an .eps file.

- All fonts must be created to outlines.
- All images and files must be 300 dpi.
- **Files and images should be in CMYK. We can accept RGB and Spot color files and images, but we must convert them to CMYK, which will slightly affect the color.**

PDF files

Before creating a PDF make sure:

- All fonts are embedded, the correct mode (i.e. CMYK or Grayscale), all spot colors must be converted to CMYK., all submitted images and files must be 300 dpi.
- When creating a PDF use the PDF/X1a:2001 setting.

SENDING FILES

BY SHIPPING SERVICE

- Please do not use the US Postal Service. Instead only use a shipping service that gives a tracking number like Fed Ex, UPS or DHL. We only accept files on CD-ROM.

SUBMITTING FILES BY UPLOADING

- If the file size is 40 MB or under, you can upload through our website. Call for details (480) 425-0806.
- If the file size is over 30 MB you can upload to our ftp site. Call for details (480) 425-0806.

When emailing artwork please use a file compressing program like Stuffit© or ZIP. Please fax a laser proof to (480) 425-0724 Attn: If a color calibrated proof is not provided with 4 color ads, the publication cannot be held responsible for correctness of color.

AMENDMENTS

Any amendments required to your file, at plate stage, will incur an extra charge.

ACCEPTED PROOFS

We accept contract proofs. The **CONTRACT PROOF** is usually a color proof that is looked on as a contract between the printer and client as the final proof before going to press. Currently the de facto standard for a contract proof is a Matchprint or laminate proof although some high-end digital proofs are considered good enough to accurately predict color from the press.

- A contact proof is not the same as a contract proof (unless it's a typo).
- The contract proof is the one that says to the printer "Everything looks good, let's go to press."

If you cannot provide the above-mentioned proof then we can accept a color **TARGET PRINT**. A target print is any print out of the ad that the advertiser is happy with, which we can use to verify color. With the color target print, we cannot guarantee an exact match, but we will make every effort to achieve the target color.

Color adjustments can only be made to workable files that include all high-res images and fonts. No color adjustments will be made to PDF files, with or without a provided color target.

AD SIZES				
Spread	Bleed	16.75"	11.00"	1/4
	Trimmed	16.50"	10.75"	
	Live area	16.00"	10.25"	
Full page	Bleed	8.50"	11.00"	1/2 V
	Trimmed	8.25"	10.75"	
	Live area	7.25"	10.25"	
Half page	Horizontal	7.125"	4.77"	1/2 H
	Vertical	3.46"	9.75"	
Quarter page		3.46"	4.77"	