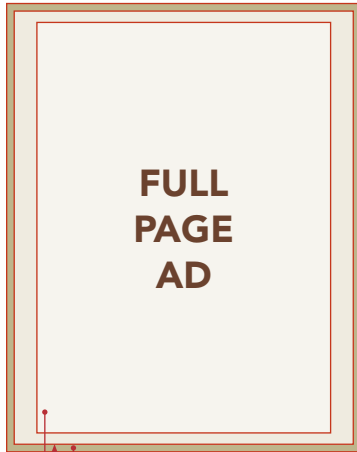


Ad Material Specifications



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.

Owners of Works For Sale at Upcoming Shows
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

Whichever format you choose to create your ad all images and files must be 300 dpi at 100% scale. 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.

InDesign CS3 or lower

Please include all fonts and images used. Illustrator CS3 or lower. Please save image as an .eps file. All fonts must be converted to outlines.

PDF files

When creating a PDF use the PDF/X1a:2001 setting.

Photoshop files

Please save image as a .psd, .tiff or .eps file. include all fonts used.

SUBMITTING FILES BY SHIPPING

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

SUBMITTING FILES ELECTRONICALLY

- If the file size is 32 MB or under, you can upload through our website. Simply go to <http://www.AmericanArtCollector.com/> upload. Enter the artist name and title of work, select the file from your computer and click upload file.
- If the file size is over 32 MB you can upload to our ftp site using an ftp client like CuteFTP, Fetch, Cyberduck, etc. Log in using the following information.
 Host: ftp.americanartcollector.com
 ID: guest@americanartcollector.com
 Password: guest
 Simply place your files in the folder of the publication month in which you are advertising.

- When emailing artwork please keep in mind that our email is limited to a total of 10MB per email (including your attachments). You can use file compressing programs like Stuffit© or ZIP to lower the size of your files. In order to help ensure correctness and accuracy of color, please provide a proof of your ad.

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 printout 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.

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.

AD SIZES			
Spread	Width	Height	1/4
	Bleed	16.75" 11.00"	
	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"		