

# The Charlotte Regional Film & Video Guide

## ADVERTISING CHECKLIST AND DISPLAY AD ARTWORK SPECIFICATIONS

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**ART DEADLINE: APRIL 20, 2012**

Oz prefers that artwork and digital proofs be sent via email to:

**design@ozonline.tv or production@ozonline.tv**

Please include your contact information within the email. For files larger than 5 MB, please email production@ozonline.tv for .ftp information. CD-ROM files may be sent via snail mail to the address provided above.

NAME: \_\_\_\_\_ ADVERTISER: \_\_\_\_\_

PHONE: \_\_\_\_\_ AD SIZE: \_\_\_\_\_

DATE: \_\_\_\_\_ COLOR OR BLACK & WHITE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

ALL ARTWORK MUST BE ACCOMPANIED BY THIS COMPLETED CHECKLIST.  
 FOLLOW SPECS CAREFULLY. KEEP ALL PERTINENT INFO WITHIN THE IMAGE AREA.  
 OZ IS NOT RESPONSIBLE FOR FINAL OUTPUT IF A COLOR MATCH PRINT IS NOT SUPPLIED.  
 FOR LARGE AREAS OF BLACK IN A COLOR AD, WE SUGGEST A BUILT BLACK - 30 C, 30 M, 30 Y, 100 K.  
 ADVERTISERS WILL BE BILLED \$50 PER HOUR FOR THE COST OF CONVERTING MATERIALS NOT MEETING THE MECHANICAL REQUIREMENTS.

### THE FOLLOWING TO BE COMPLETED BY THE DESIGNER:

#### FOR COLOR ADS:

- \_\_\_ Is the entire ad CMYK?
- \_\_\_ Is there a minimum of 300 DPI?
- \_\_\_ Has an accurate proof been provided?

#### FOR BLACK & WHITE ADS

- \_\_\_ Is the entire ad GRAYSCALE?
- \_\_\_ Is there a minimum of 300 DPI?
- \_\_\_ Has an accurate proof been provided?

#### FOR FULL PAGE ADS

- \_\_\_ If you have specified a bleed, does your ad run at least 1/4" beyond the trim area?
- \_\_\_ If you have specified no bleed, is your ad at least 1/4" from the trim line?

#### FORMAT

- Is the final file in MAC format? (check one)
- \_\_\_ Illustrator .eps with all fonts converted to outlines? (NO .AI FILES)
  - \_\_\_ Photoshop .tif? (NO .PSD FILES)
  - \_\_\_ Hi-res .pdf?

- Is the final file in PC Format? (check one)
- \_\_\_ Illustrator .eps with all fonts converted to outlines? (NO .AI FILES)
  - \_\_\_ Photoshop .tif? (NO .PSD FILES)
  - \_\_\_ Hi-res .pdf?

#### SIZE/ORIENTATION SUPPORT

- \_\_\_ Does the ad match the size you specified?
- \_\_\_ Does your ad match the orientation you specified?

#### BANNER ADS

- \_\_\_ Is your file in Macintosh Format? (web ready .jpg files or animated .gif files only)
- \_\_\_ Are your graphic images RGB color format? (No CMYK or PMS Colors)
- \_\_\_ Is your banner ad at 72 dpi screen minimum?
- \_\_\_ Is your image size 660 pixels by 160 pixels?

#### • QUESTIONS ABOUT YOUR AD?

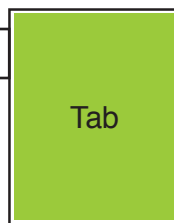
**Call the Art Department at 800.725.1121**

**• Cropmarks may be placed on proofs and match prints, but must not be placed on files for print.**



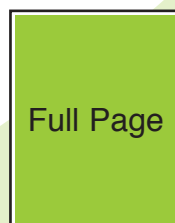
Covers

Cover Bleed  
 6.625"w x 9"h  
 Live Area  
 5.25"w x 8"h  
 Trim Area  
 6.125"w x 8.5"h



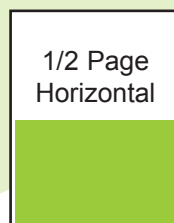
Tab

Tab Bleed  
 6"w x 9"h  
 Live Area  
 4.5"w x 7.75"h  
 Trim Area  
 5.5"w x 8.5"h



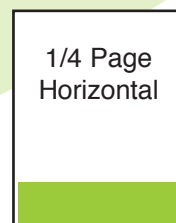
Full Page

Page Bleed  
 6"w x 9"h  
 Live Area  
 4.5"w x 7.75"h  
 Actual Size  
 5.5"w x 8.5"h



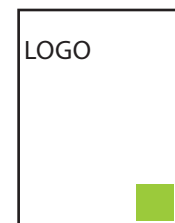
1/2 Page Horizontal

4.5"w x 3.5"h



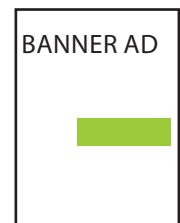
1/4 Page Horizontal

4.5"w x 1.5"h



LOGO

1"w x 1"h



BANNER AD

660 pixels x 160 pixels