

# Washington DC Production Resource Guide

## ADVERTISING CHECKLIST AND DISPLAY AD ARTWORK SPECIFICATIONS

OZ PUBLISHING, INC.  
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www.ozonline.tv  
production@ozonline.tv

### Art Deadline September 17th, 2010.

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

**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?

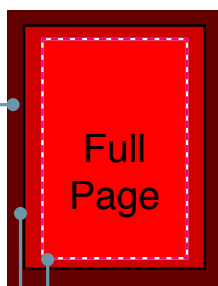
#### BANNER ADS

- Is your file in Macintosh Format? (web ready .jpg files or animated .gif files and Flash Files accepted)
- 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 x 160 pixels?

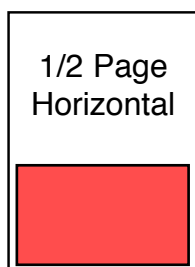
#### • QUESTIONS ABOUT YOUR AD?

**Call the Art Department at 800.705.1121**

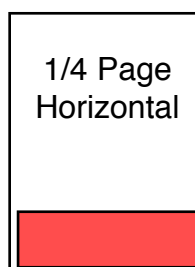
**• Cropmarks may be placed on proofs and match prints, but must not be placed on files for print.**



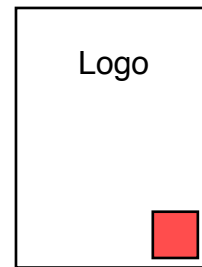
**Live Area** 7.375" W x 9.875" H  
**Trim Size** 8.375" W x 10.875" H  
**Bleed Size** 8.625" W x 11.125" H



7.375" W x 4.875" H



7.375" W x 2.375" H



1" W x 1" H