

The Louisiana Entertainment Sourcebook

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ADVERTISING CHECKLIST AND DISPLAY AD ARTWORK SPECIFICATIONS

ART DEADLINE: NOVEMBER 5, 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 MATCHPRINT 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?

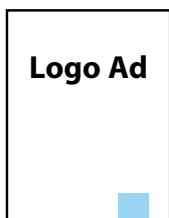
BANNER ADS

- ___ 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?

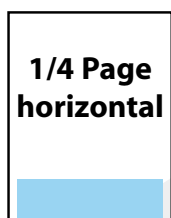
• QUESTIONS ABOUT YOUR AD?

Call the Art Department at 800-705-1121

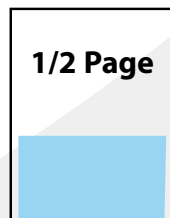
• Cropmarks may be placed on proofs and match prints, but must not be placed on files for print.



1" W x 1" H



5" W x 2" H



5" W x 4" H

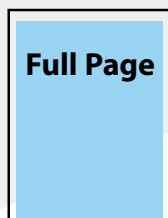


Image Area: 5" W x 8.5" H
 Trim Area: 6" W x 9" H
 Bleed: 6.5" W x 9.5" H

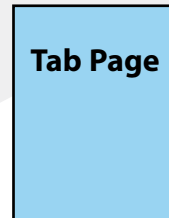
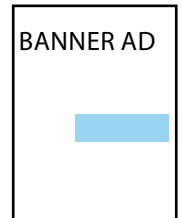


Image Area: 5" W x 8.5" H
 Trim Area: 6" W x 9" H
 Bleed: 6.5" W x 9.5" H



Image Area: 5.75" W x 8.5" H
 Trim Area: 6.75" W x 9" H
 Bleed: 7.25" W x 9.5" H



660 pixels x
 160 pixels