

## ADVERTISING CHECKLIST AND DISPLAY AD ARTWORK SPECIFICATIONS

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### ART DEADLINE: Nov. 18, 2011

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: \_\_\_\_\_

### PLEASE READ:

- 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:

#### 1-A. FOR COLOR ADS:

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

#### 1-B. FOR BLACK & WHITE ADS

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

#### 2. 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?

#### 3. 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?

#### 4. SIZE/ORIENTATION SUPPORT

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

#### 5. 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?

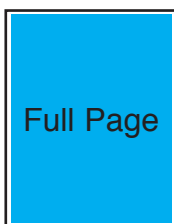
#### • QUESTIONS ABOUT YOUR AD?

Call the Art Department at 800.705.1121

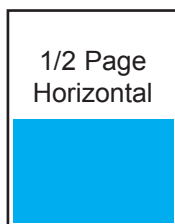
•Cropmarks may be placed on proofs and match prints, but must not be placed on files for print.



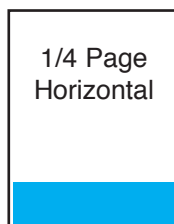
Bleed Size  
6.5"w x 9"h  
Live Image Area  
4.5"w x 7.75"h  
Trim Size  
6"w x 8.5"h



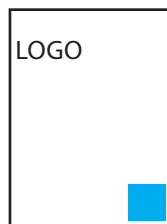
Bleed Size  
6"w x 9"h  
Live Image Area  
4.5"w x 7.75"h  
Trim Size  
5.5"w x 8.5"h



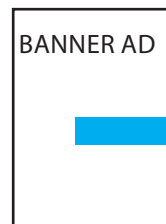
4.5w x 3.5h



4.5w x 1.5h



1"w x 1"h



660 pixels x  
160 pixels