

ADVERTISING CHECKLIST AND DISPLAY AD ARTWORK SPECIFICATIONS

OZ PUBLISHING, INC.
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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?

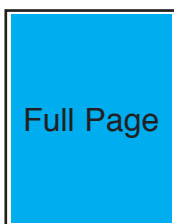
• QUESTIONS ABOUT YOUR AD?

Call the Art Department at 800.705.1121

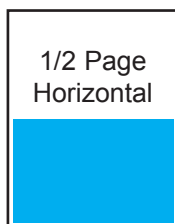
•Cropmarks may be placed on proofs and match prints, but must not be placed on files for print.



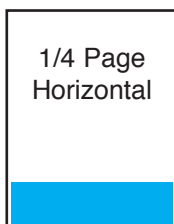
Bleed Size
6.5" w x 9" h
Live Image Area
4.5" w x 7.75" h
Trim Size
6" w x 8.5" h



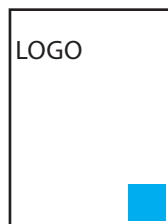
Bleed Size
6" w x 9" h
Live Image Area
4.5" w x 7.75" h
Trim Size
5.5" w x 8.5" h



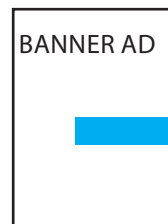
4.5w x 3.5h



4.5w x 1.5h



1" w x 1" h



660 pixels x
160 pixels