# Oz Magazine

Send artwork and design proofs to: production@ozonline.tv.

For files too large for email, please email design@ozonline.tv for .ftp information.

CD/DVDR files may be sent via snail mail to the address provided below.

NAME: _____

ADVERTISER: _____

PHONE: _____  AD SIZE: _____

DATE: _____  SIGNATURE: _____

## PLEASE READ:

- All artwork must be accompanied by this completed checklist.
- **Follow specs carefully.** keep all pertinent info within the image area.
- For large areas of black in a color ad, we suggest a built black -
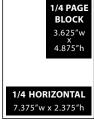  30 C, 30 M, 30 Y, 100 K.
- **Advertisers will be billed $50 per hour** for the cost of converting materials
  not meeting the mechanical requirements.
- Cropmarks may be placed on proofs and match prints, but must not be placed
  on files for print.

**FULL PAGE**

LIVE AREA:
7.375 x 9.875

TRIM SIZE:
8.375 x 10.875

BLEED SIZE:
8.625 x 11.125

**1/2 PAGE HORIZONTAL**
7.375"w x 4.875"h

**1/2 PAGE VERTICAL**
3.625"w x 9.875"h

**1/4 PAGE BLOCK**
3.625"w x 4.875"h

**1/4 HORIZONTAL**
7.375"w x 2.375"h

**1/8 PAGE BLOCK**
3.625"w x 2.375"h

**BUSINESS CARD**
3.5"w x 2"h

**WEB BANNER**
660 pixels x 160 pixels

Please keep all critical text and graphics within the live image area.

## THE FOLLOWING TO BE COMPLETED BY THE DESIGNER:

**1. FOR COLOR ADS:**
_____Is the entire ad CMYK?
_____Is there a minimum of 300 DPI?

**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)
_____Hi-res .pdf? (we prefer a hi-res PDF created from InDesign or Illustrator)
_____Illustrator .eps with all fonts converted
  to outlines? (NO .AI FILES)
_____Photoshop .tif? (NO .PSD FILES)

Is the final file in PC Format? (check one)
_____Hi-res .pdf? (we prefer a hi-res PDF created from InDesign or Illustrator)
_____Illustrator .eps with all fonts converted
  to outlines? (NO .AI FILES)
_____Photoshop .tif? (NO .PSD FILES)

**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 or .png files or animated .gif files only)
_____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:
404.633.1779