



OZ MAGAZINE

ADVERTISING CHECKLIST AND DISPLAY AD ARTWORK SPECIFICATIONS

WINNER, "BEST BUSINESS-TO-BUSINESS PUBLICATION"
-MAGAZINE ASSOCIATION OF THE SOUTHEAST

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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 too large for email, 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:

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. SIZE/ORIENTATION SUPPORT

- Does the ad match the size you specified?
- Does your ad match the orientation you specified?
- If you have more than one ad, insertion, are they labeled separately?

4. FORMAT

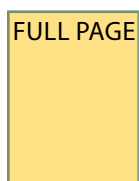
- Is the final file in MAC format? (check one)
 - Illustrator .eps with all fonts converted to outlines? (NO .AI FILES)
 - Photoshop .tif? (NO .PSD FILES)
 - Hi-res .pdf?

- 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?

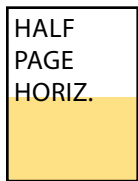
5. FOR BANNER ADS

- Is your image a .jpg or animated .gif ?
- Is your banner 5" (360 Pixels) by 2" (144 Pixels)?
- Is your banner a 72 dpi screen minimum?

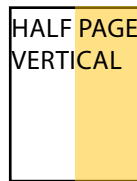
Helpful Notes: Ads may be emailed to **production@ozonline.tv** if the ad is no larger than 5MB. IF the file is larger, email production@ozonline.tv to get .ftp uploading instructions or mail a CD-ROM to the above address. **Cropmarks may be placed on proofs and matchprints, but must not be placed on files for print.**



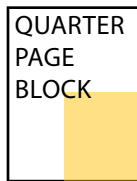
No Bleed:
8.375" w x 10.875" h
With Bleed:
8.625" w x 11.125" h



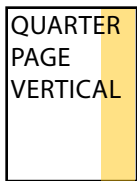
7" w x 5" h



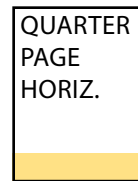
3.5" w x 10.875" h



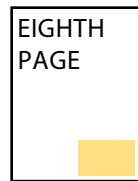
3.375" w x 5" h



1.75" w x 10.875" h



7" w x 2.5" h



3.375" w x 2.5" h



3.5" w x 2" h

Please note: Page size is 8.375" w x 10.875".

Image size is provided under diagrams.