

AD MATERIAL REQUIREMENTS

ACCEPTABLE APPLICATIONS

MACINTOSH formatted QuarkXPress 7 or less, CS3 (or less): Adobe Illustrator, Adobe Photoshop, Adobe InDesign. Unsupported formats: DO NOT SEND Microsoft Word, Microsoft Publisher, Powerpoint or Adobe Pagemaker files.

ACCEPTABLE GRAPHIC FILE FORMATS:

TIFF, EPS, PDF are most preferable. Ai and PSD are accepted. Graphics should be at 300 dpi and saved as TIFF or EPS. Avoid JPEG images when possible. No web graphics accepted. JPEG and web images are 72 dpi and will result in undesirable reproduction. Do not send your image inside a Microsoft Word Document.

NOTE: MOST PDF FILES LACK THE ABILITY TO BE EDITED OR ALTERED. ALL FONTS MUST BE EMBEDDED IN PDF FILE.

COLOR SETUP:

Black/white images must be saved in grayscale format. Color images must be in CMYK format. NO RGB or spot colors. Include white background for knock-out. All color elements in ad must be in CMYK color space.

FONTS:

MACINTOSH screen and printer fonts must be supplied with each application file (including fonts used in artwork). No TrueType fonts or Windows/PC fonts. Do not apply style attributes to basic fonts. Fonts must be embedded in PDF files.

DIGITAL IMAGES:

If you plan to use photos from a digital camera, make sure the camera settings are correct before taking the picture. Set the camera to the highest resolution possible. Resolution must be preset, it can not be altered after photo is taken.

LINE SCREEN: This publication is printed with 133 line screen.

HARD COPY: A black/white proof or color proof must accompany the submitted ad.

ACCEPTABLE MEDIA: CD, Zip Disk, Floppies or E-mail attachments

E-MAIL ATTACHMENTS: Submit electronic files to: ads@thedirectoriesinc.com

Please note that electronically submitted advertising material is not required, but if you choose to do so, please use the above guidelines. The most common problems with electronic ad submission is:

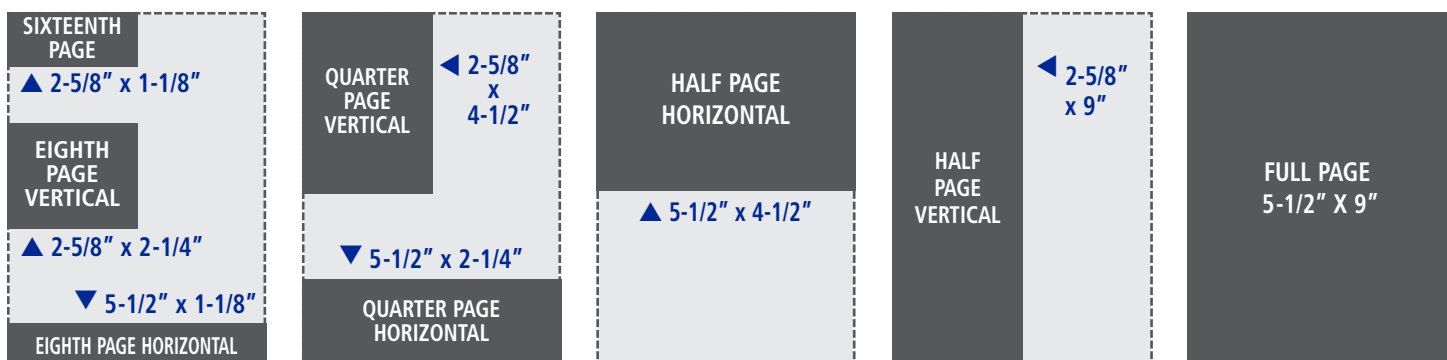
- low resolution images files created with unacceptable software files saved incorrectly missing fonts

The Directories, Inc. will not be responsible for any inconsistencies or undesirable results caused by neglecting to submit ad files in the manner outlined. We cannot assume responsibility for electronic ads supplied without proofs. NOTE: Ads submitted incorrectly, including incorrectly sized ads, will incur additional charges to correct the files. All file manipulation is charged at a rate of \$85.00 per hour, with a 1 hour minimum charge.

Please contact The Directories, Inc. at 651-731-8774 for more information.

-- ADVERTISING DEADLINE IS MARCH 31, 2011 --

AD SIZES



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