



Advertiser Desktop Checklist

Sea Technology Magazine Display Ads

1501 Wilson Blvd., Suite 1001, Arlington, VA 22209

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Company name: _____ Advertiser (if different): _____

Contact person: _____ E-mail: _____

Phone: _____ Fax: _____

Insertion month: _____

DIGITAL GRAPHICS REQUIREMENTS

Attach this form and laser prints of each file (the laser print must be at 100%, with crop and registration marks. Indicate color breaks and include any special instructions)

NOTE: a **PROFESSIONAL COLOR PROOF (chromaline) is required** when a color ad is submitted. We can not be held responsible for color reproduction if a color ad is not accompanied by an appropriate hard copy color proof. When a color proof is not provided, a **\$50 PRODUCTION CHARGE will automatically be assessed to cover the cost of having a color proof made by our printer. Laser color proofs are not acceptable.**

A copy of all screen and printer fonts. (Macintosh fonts only!)

Resolution of the illustration must be at least **300 dpi. We prefer JPG, TIFF or EPS files, although we will accept a PDF.**

PLATFORM AND SOFTWARE

Compass Publications can accept either Macintosh or PC-based files, provided they are created in one of the programs listed below.

Please indicate platform: Macintosh PC

CHECK THE PROGRAMS APPLICABLE TO YOUR FILE

Digital Camera Freehand 8.0 QuarkXPress 7.0

Adobe Illustrator CS2 Adobe InDesign CS2

Adobe Photoshop CS2 (If you are submitting a Photoshop file that contains a **JPEG image**, please be sure that under Encoding you **choose the Binary option**. This must be done because we operate on a Mac Platform, not a PC.)

WE DO NOT ACCEPT FILES PREPARED IN CORELDRAW.

WAYS TO SUBMIT YOUR AD

- Via disk (CD or DVD)
- Via FTP (Please contact us for instructions regarding uploading your file to our FTP site)
- Via e-mail (All Internet files MUST be compressed)

PLEASE UPLOAD YOUR FILES TO OUR FTP SITE SITE-CALL OR E-MAIL US FOR INSTRUCTIONS

DOCUMENT

File Name	Program & Version	No. of graphics
_____	_____	_____
_____	_____	_____
_____	_____	_____

please indicate:

FONTS

TrueType Fonts cannot be accepted. If we don't have the font you've used, we will substitute another font. Line endings and/or line lengths may vary from provided laser prints. **(Macintosh fonts only!)**

ARTWORK

Please send all placed or linked artwork, and list each of the file names below. Also denote the file format; i.e., **TIFF, EPS or JPG**. Important: if you are using EPS files created in QuarkXpress or Freehand 3.2 or earlier, please send the original file as well as the EPS file. All scan sizes and color comments should be clearly indicated when submitting art for scanning. **All files must be in CMYK mode, not RGB.**

File Name	Type (EPS, TIFF)	Used as FPO?	No. of graphics
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

WHEN ALL ELSE FAILS, SEND NEGATIVES OR ORIGINAL ART (Production charges will be assessed!!)

MECHANICAL REQUIREMENTS

Page Unit	inches wide	inches deep	mm wide	mm deep
1 page	7"	10"	177	254
2/3 page	4-9/16"	10"	115	254
1/2 page (island)	4-9/16"	7-1/2"	115	190
1/2 page (horiz.)	7"	4-7/8"	177	123
1/2 page (vert.)	3-5/16"	10"	84	254
1/3 page (square)	4-9/16"	4-7/8"	115	123
1/3 page (horiz.)	7"	3-3/16"	177	82
1/3 page (vert.)	2-3/16"	10"	55	254
1/4 page (vert.)	3-5/16"	4-7/8"	84	123
1/4 page (horiz.)	7"	2-5/16"	177	59
1/6 page (vert.)	2-3/16"	4-7/8"	55	123

Bleed Sizes:

Single page	8-1/8"	11"	206	280
Spread, 2 negs each	8-1/8"	11"	206	280
1/2 Horiz. spread	8-1/8"	4-7/8"	206	124
2/3 page	5"	11"	127	280
Spread, gutter only	7-1/4"	10"	184	254
Trim size	7-7/8"	10-3/4"	200	273
Image area	7"	10"	177	254

[All text ("essential copy") must be within the image area.]

Printing: Offset. Dot gain is 25%.

Binding: Perfect bound.