



## DIGITAL REQUIREMENTS

*Files provided not meeting all of the following specifications will incur file alteration and troubleshooting charges to be billed at the rate of \$75 per hour.*

We accept Macintosh based Adobe InDesign files only. Ads created in any other software must be exported in an EPS, TIFF or PDF file format that can be imported into InDesign as a high resolution picture.

Document size should be the ad size built to 100% of the actual size. Ads cannot have a bleed. If a supplied ad is built larger than the actual size, image outside that area will get cut off.

The resolution of all images must be **200 dpi**, 100% of actual size in ad.

Color or reverse type smaller than 10 point should be avoided.

Avoid using more than two process colors to make screen tints in color type to prevent registration difficulties.

If a four color ad was purchased, files should be in CMYK format. All other ads must be provided in grayscale format. DCS files are not accepted.

We require one digital color or black and white proof of the file with a disk directory and report listing of all pictures and all fonts included with file.

**Media accepted:** Macintosh formatted CD or DVD

## SPECIFICS

**Production:** Free production and proofs are provided by Sasee for use in Sasee only. Includes digital photography only.

Provided materials will be returned after printing is complete.

**Errors:** Errors omitted in the proofing stage are the responsibility of the advertiser or the agency, not Sasee.

**Copy Acceptance:** Sasee reserves the right to accept or reject any advertisement at its discretion.

**Artwork & Photography:** All artwork and photography produced by Sasee remains the sole property of Sasee. A copyright usage fee must be paid to Sasee for use of artwork or photography in any other publication.

Any changes or alterations after ad is approved will be billed at cost to the client.

## DEADLINES

Issue Date	Closing Date
May .....	March 31, 2009
June .....	April 30, 2009
July .....	May 29, 2009
August .....	June 30, 2009
September .....	July 31, 2009
October .....	August 28, 2009
November .....	September 30, 2009
December .....	October 30, 2009

<p>Full Page 9 x 10.125"</p>	<p>Half Page Vertical 4.4167 x 10.125"</p>	<p>Third Page 4.4167 x 6.6944"</p>	<p>Half Page Horizontal 9 x 4.9792"</p>
		<p>Sixth Page 4.4167 x 3.2639"</p>	<p>Quarter Page 4.4167 x 4.9792"</p>
			<p>Eighth Page 4.4167 x 2.4063"</p>