

Technical Specifications for EPPG/EAC Ad Copy

(To be given to agencies/artists designing ads to be processed by EPPG/EAC)

Email: eac@ebSCO.com

Submitting Artwork via regular mail:

EBSCO INDUSTRIES	UPS (OVERNIGHT)
ATTN: EPPG	EBSCO INDUSTRIES
P.O. BOX 830705	ATTN: EPPG
BIRMINGHAM, AL 35283	110 OLMSTED STREET, SUITE 101
	BIRMINGHAM, AL 35242

Ads are created on a Macintosh platform using QuarkXpress, Adobe Photoshop, Illustrator and Freehand. When submitting QuarkXpress files, we ask that you export the file as a PDF at 300dpi, and embed all fonts. Other file types that we accept include: JPEG, TIFF and EPS's. Our printing process is continuous tone printing.* Send electronic versions of logos instead of hardcopy, if possible. We cannot accept mechanical separations of photos. If you send digital scans of photos, RGB mode saved in JPEG or TIFF format works best. We ask that you please adhere to the following size specs.

Size Specifications for 7x7 ads: **UPON CREATING THE 7X7 AD, PLEASE INQUIRE ABOUT THE BANNER AD. IT IS IMPORTANT THAT YOU ALSO CREATE THE BANNER AD!**

Actual cut: 6.875" x 6.875" - see example at bottom right of page.

Maximum size of artwork in ad (live area): 6.375" x 6.375"; giving 1/4" margin. (except when using a bleed.)

Bleeds: 7.25" x 7.25"

Size Specifications for Rack Banner ads (Header ads)

6.5 inches (Height) x 15.5 inches (Width) - This is the dimension of the actual viewable area. If a bleed is present in the banner ad, then please extend approx. 1/2 inch beyond viewable area.

Color Specifications:

Colors must be identified by either CMYK values, or PMS #'s. We cannot guarantee an exact match, but will attempt to get as close as we can given the constraints of our process. No metallic colors are available. This is a CMYK process.

Fonts:

While we have a variety of fonts, we are not a service bureau and our selection of fonts is limited. Please include the fonts necessary to output your work when sending in Quark, Illustrator or Freehand files. Your fonts will be used exclusively to output your work. When sending in Postscript fonts (Not True Type), please include at least one screen font, and the printer font for each style you use. To avoid font issues, you could also convert fonts to outlines using an illustration program, then we will place the converted text as an eps. In order to minimize font problems and graphic issues, we highly recommend that you convert your ad layout into a 300dpi PDF file with fonts embedded.

*Our process utilizes a continuous tone printing process which may react adversely with pre-screened illustrations and images, and may produce undesirable effects when non-default screens are used. For vector/object type EPS's (such as Illustrator or Freehand files), simply specify your colors as percentages (tints) of CMYK or PMS defined colors. For bitmap/paint type images (such as those from Photoshop or Canvas), save at 300 DPI at output size, in the TIFF (w/LZW compression if available) or JPEG formats. RGB mode works best for our process. You may also use low resolution (36 or 72 DPI) images for placement and include the original photo(s) and we will do the final scans for you.

PLEASE NOTE: At this time, we cannot use Publisher, Corel Draw, or any other file types not specifically listed above. Any files submitted in these formats will be returned, as we are unable to process them. We are not a service bureau, but a production facility that is happy to accept work in digital form if it meets our specifications.

Media Accepted: (Mac or IBM Compatible)

CD

Zip Disk

When submitting work to EPPG for the EAC, please include agency/artist contact information, should technical difficulties arise. If you wish your media to be returned, please allow time for processing. The media will be returned as soon as production is complete.

You may also submit artwork directly to the EAC via e-mail at eac@ebSCO.com. Please include all pertinent information with your attachments. For example...sales representative's name, name of sponsor, phone number to contact you, etc. If you have any questions prior to emailing the files, please contact your EPPG sales representative or call customer service at **1-800-528-3476**.

