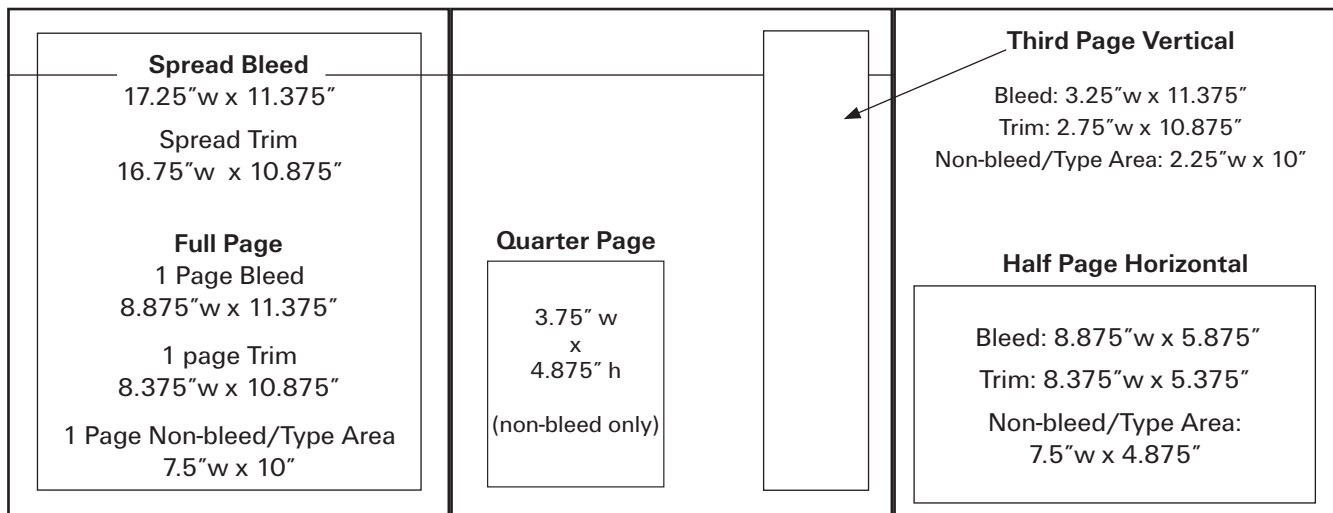


# MECHANICAL REQUIREMENTS



The publication is produced using the Computer To Plate (CTP) process. All files must be CMYK and 300 dpi. **PDF X1A** formats are preferred, but ads produced in **InDesign, Illustrator, and Photoshop** are also acceptable. (If an InDesign file has transparencies, make a high-res press-ready PDF instead of an X1A to avoid flattening the file. Flattening might cause overprinting commands in the resulting file.)

#### Ads must be supplied with the following requirements:

- **Trim size:** 8.375" w x 10.875" h
- **Bleed:** 1/4" MINIMUM to ALL edges (Bleed ads are optional. Bleed is already included in the bleed sizes above.)
- **Live/Type area:** All non-bleed items should be 1/4" minimum from the TRIM edge.
- **Fonts:** All fonts must be embedded, outlined, or supplied with the files. Post-script or Open Type fonts preferred.
- **Images:** PSD, AI, TIF, or EPS; CMYK (or grayscale), 300 dpi resolution.
- **Crop marks:** If crop and bleed marks are included in PDFs please offset them by a minimum of .26"

#### Proofs:

*We recommend supplying a color proof that accurately reproduces the color of the ad as it will be used for color matching on press.* All proofs must be representative of the ad supplied and should be a high-quality digital proof that meets SWOP standards. If copy changes are made, the proof should be marked "For Color Only." Color correctness cannot be guaranteed if color proof is substandard, or no proof is provided.

#### Preferred proof formats:

High Resolution Digital color proofs (eg: Xerox Fiery, Epson Stylus)  
Traditional color proofs (eg: Matchprint, Progressives, Tear Sheet)

#### Disclaimer:

The following disclaimer must be placed in all artwork when the name of the U.S. government or any of its agencies is invoked in the copy. Where possible, please identify the actual agency in the disclaimer.

*"The [agency] did not select or approve this advertiser and does not endorse and is not responsible for the views or statements contained in this advertisement."*

#### Submitting Ad Files:

Ads 5MB and under can be emailed to [artwork@faircount.com](mailto:artwork@faircount.com).

Files larger than 5MB can be uploaded to our FTP site using a web browser. Please send an email once the ad is finished uploading with file name, company name, and publication.

<http://artwork.faircount.com>

No password or login needed

Ads can also be sent on a disk to:

Faircount Media Group  
Attn: Rebecca Laborde  
4915 West Cypress Street  
Tampa, FL 33607  
813-639-1900

Once the ad files are processed, a confirmation email will be sent.