

DSA Publishing and Design, Inc

Advertising Mechanical Specifications

If providing *Camera Ready* art, the Advertiser is expected to furnish appropriate electronic files as specified below.

*DSA PRINTS ALL PUBLICATIONS DIRECT-TO-PLATE.
FILM IS NOT ACCEPTED.*

ELECTRONIC REQUIREMENTS

All digital files should be provided in Macintosh format with all supporting elements. Supporting elements include but are not limited to: fonts (screen, printer and embedded graphic fonts), placed graphics and high resolution scans. Please provide an accurate b/w (if b/w ad) or color proof of your finished ad along with digital files.

Supported native files are: QuarkXPress, Adobe Illustrator, Adobe Photoshop and Macromedia Freehand. *Ads designed in Microsoft Publisher CorelDraw or Microsoft Word with embedded art cannot be used as digital ready and will have to be re-created. We cannot accept postscript files.*

PDF files are accepted if all fonts are embedded and included photos are provided at 300 dpi or better. Please call for PDF specifications.

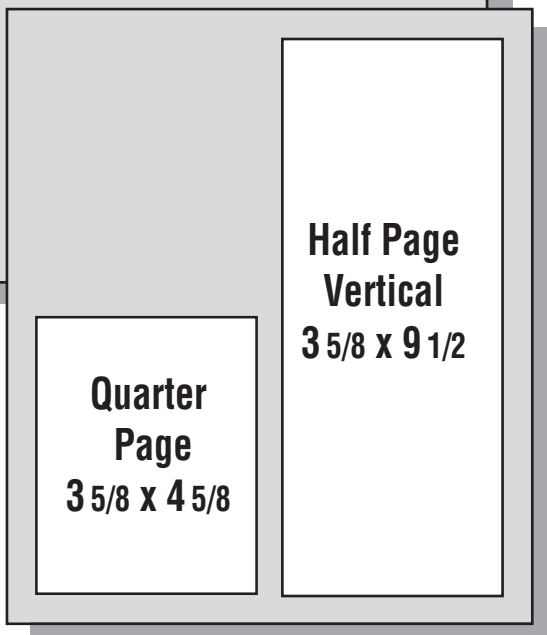
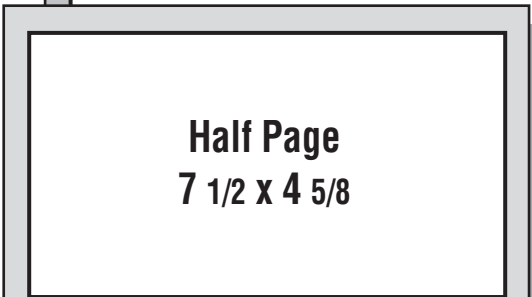
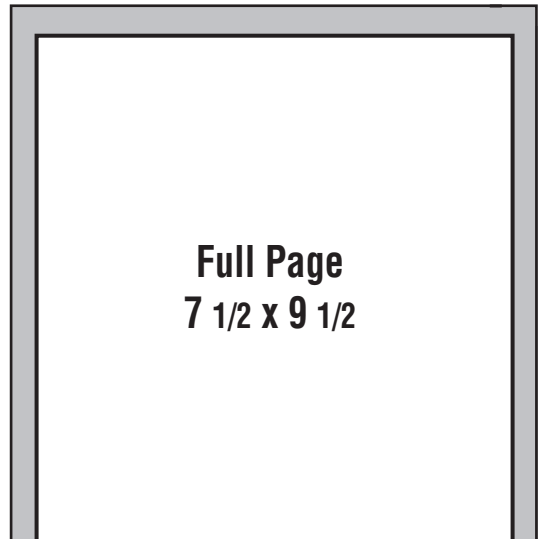
Graphics files must be in either EPS or TIFF format. Photos must be converted to CMYK mode at 300 DPI resolution *at the desired print size*. Line art must be at least 1200 DPI resolution.

Supported media includes 100 or 250 MB Zip disks, 1 GB Jaz disks or CD ROM disks. An FTP site is available if needed for providing oversize files electronically. If a compression program is used, file must be self-extractable or compression program provided.

PRINTING - All of our publications are printed using offset lithography. Engravings or mats cannot be accepted.

AD SIZES - Displayed in inches. The first dimension is the ad width, followed by depth.

FINAL TRIM SIZE - 8 3/8" x 10 7/8"



A publication of:



Corporate Office - Sheri Tussing
2809 Sunset Ridge, McKinney, TX 75070
972-562-6966 • FAX 972-562-7218

Ads up to 10MB in size may be e-mailed to:

ad@dsapubs.com

Please identify the publication and issue.

Graphics Department - Dawn Lyon 972-436-2841
For ads larger than 10MB, our FTP site is available.

FTP Host: ads.dsapubs.com
User Name: guest / Password: dsapubs