

# POB SUPPLIED ART CHECKLIST

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

COMPANY \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_ AD APPEARING (MONTH) \_\_\_\_\_

## Please enclose a completed form with submission of artwork.

The POB Art Department is Macintosh-based, utilizing Adobe InDesign CS3, QuarkXPress 7.0, Adobe Photoshop CS3, Adobe Illustrator CS3 and direct high-res PDFs. Please feel free to contact me if you have any questions. To ensure the best quality output of your ad, and speedier processing, please check off the following areas to indicate that you've read and understood our requirements:

## Page Layout

Adobe InDesign or QuarkXPress used for ad layout. (Please call to make special arrangements if you do not utilize Adobe InDesign or QuarkXPress.)

\_\_\_ **Page size correct:** Full Page trim size is 8.125" x 10.75". For bleeds, allow a minimum of .125 on all edges (8.25" x 11"). Avoid placing live images or text too close to the edge of the page, allow a 0.5" margin around the edge of trim (7.125" x 9.75" live area). See the table on the left for other ad sizes.

\_\_\_ **All font files included:** All necessary screen and printer Postscript fonts (Type 1) are enclosed. If both the screen and printer fonts are not included, POB reserves the right to replace the missing fonts with closest matching fonts we have.

\_\_\_ All placed images included (original Illustrator/Photoshop files that have been used in the Quark document).

\_\_\_ All Pantone colors have been converted to process color (CMYK) unless contracted to run PMS ink.

\_\_\_ Ensure 0.5" between all text and objects and the trim.

## Images

\_\_\_ Photoshop files have been saved as CMYK (RGB images are not accepted), TIFF format (No LZW or JPEG compression.).

\_\_\_ Artwork/images are 300 dpi (150 line screen) at actual placed size or a bit larger. (Please keep image size close to 100%, avoid scaling images more than 115%.)

\_\_\_ Illustrator files saved as Illustrator EPS format.

\_\_\_ Convert text to outlines in Illustrator images.

\_\_\_ When trapping Illustrator images, set stroke to .005" overprint.

\_\_\_ Set black to overprint in Illustrator images, includes blacks with CMYK.

\_\_\_ All Pantone colors have been converted to process color (CMYK) unless contracted to run PMS ink.

## Miscellaneous

\_\_\_ Files have been saved on one of the following types of media:

\_\_\_ CD \_\_\_ DVD \_\_\_ FTP Upload

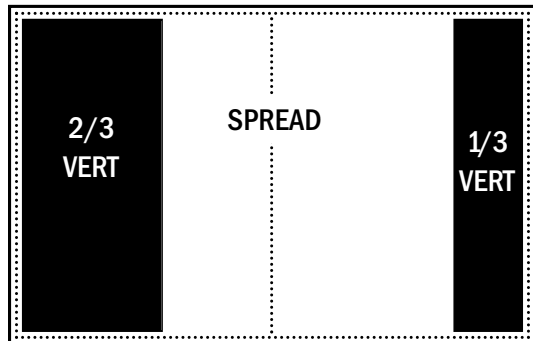
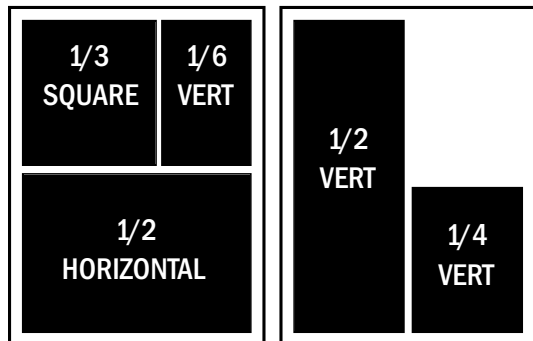
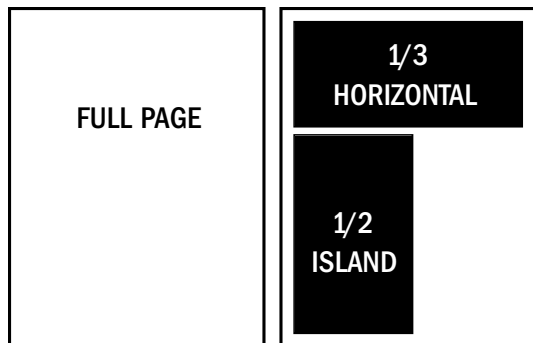
\_\_\_ I would like my disk returned, and have included a return shipping label.

\_\_\_ If ad is black and white, a laser hard copy is enclosed.

\_\_\_ If ad is color, color proof of ad is enclosed. I understand that a Kodak-approved proof is the most accurate. 3-M Rainbows or tear sheets are also acceptable. Most color inkjet or laser printers do not provide accurate color.

\_\_\_ **Color proof is not enclosed. Color Proof Waiver:** I understand that there are color variations when reproducing electronic ads. Since I did not provide POB with a color proof, I will not hold them responsible for 100% accurate color reproduction.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_



## Magazine Trim Size: 8.125" x 10.75"

Full Page Trim . . . . .	8.125" x 10.75" (7" x 10" Live Area)
Full Page Bleed . . . . .	8.375" x 11"
Spread Trim . . . . .	16.25" x 10.75" (14.5" x 10" Live Area)
Spread Bleed . . . . .	16.5" x 11"
1/2 Page Horiz. . . . .	7" x 4.875"
1/2 Page Island . . . . .	4.5" x 7.5"
1/2 Page Vert. . . . .	3.375" x 10"
1/3 Page Square. . . . .	4.5" x 4.875"
1/3 Page Horiz. . . . .	7" x 3.25"
1/3 Page Vert. . . . .	2.25" x 10"
1/3 Page Vert. w/Bleed . . . . .	2.875" x 11"
	(2.125" x 10.5" Live Area)
2/3 Page Vert. . . . .	4.5" x 10"
1/4 Page Vert. . . . .	3.375" x 4.875"
1/6 Page Vert. . . . .	2.25" x 4.875"

## Send completed artwork to:

POB Magazine  
 Attn: Amy Alef, Production Manager  
 2401 W. Big Beaver Rd., Suite 700, Troy, MI 48084  
 Phone: (248) 244-6409 / Fax: (248) 786-1348  
 Email: AlefA@bnpmedia.com