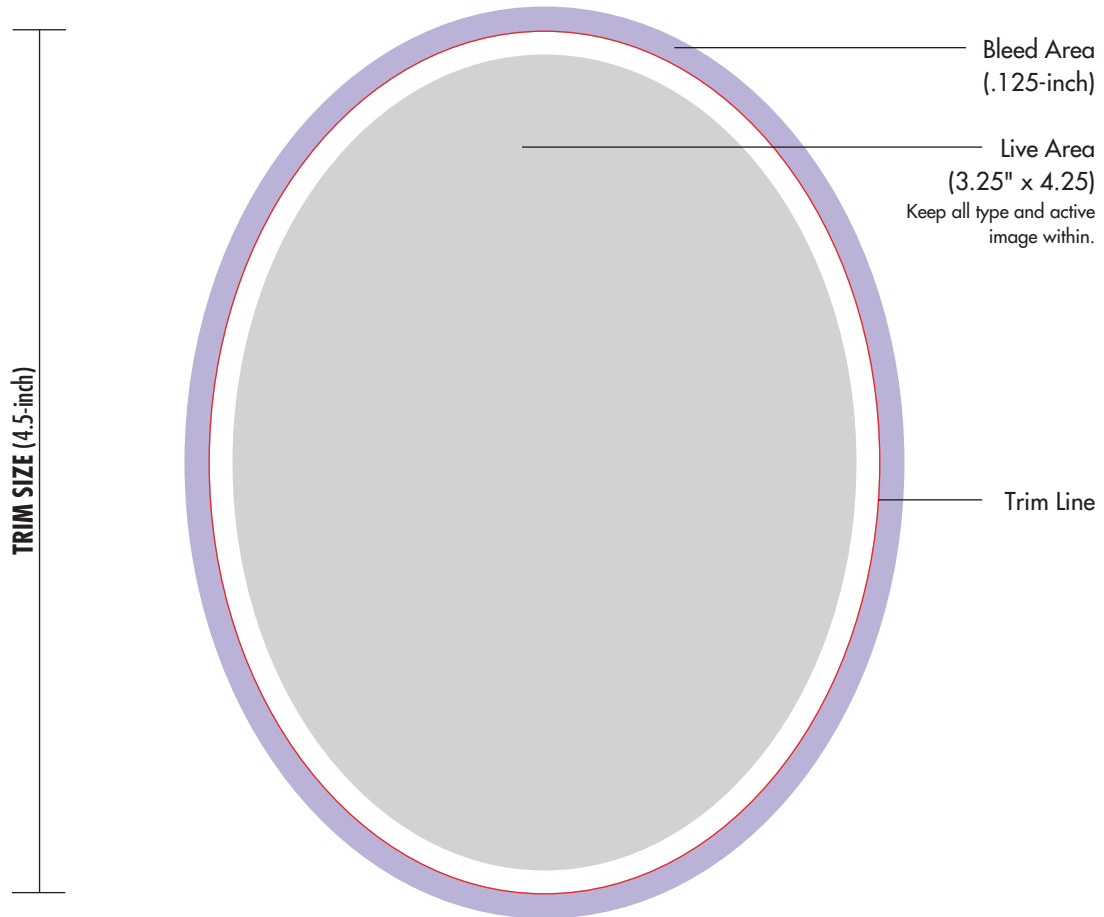


## Mechanical Requirements



### Standard 3.5" x 4.5" Oval

#### Acceptable Applications (in order of preference)

Adobe Illustrator (CS4 and lower)  
 Adobe Photoshop (CS4 and lower)  
 Adobe Acrobat Press-Ready pdf (X-1a)  
 QuarkXPress (v.8 and lower), Mac only  
 Adobe InDesign (CS4 and lower)

Unacceptable programs include, but are not limited to: Corel Draw, Microsoft Publisher, Microsoft Word and PowerPoint. Macromedia Freehand and Adobe PageMaker may incur a conversion charge unless saved as a press-ready pdf. Supplying files in original application allows for us to make fine adjustments, if needed.

#### Scans/Digital Images

Continuous tone images (ie, 4-color seps, halftones) must have a minimum resolution of twice the output screen ruling (ie, images to be output at 133 lpi screen must have a 266 ppi resolution at 100%). All line art must be at 1064 dpi or higher. Save all images as CMYK TIF files. It is preferable to link images to file vs. embedding them. Duotones and RGB photo files should be converted to CMYK. Rich Blacks should be built using the following formula: K-100, C-70, M-60, Y-55. Rich Blacks should be used in large areas only.

#### Fonts

Outline all fonts when using vector-based programs such as Illustrator. If outline is not possible, include both printer and screen fonts (Mac only). TrueType fonts are not acceptable.

#### Color Proof

Provide color copy of image for reference and image placement, such as laser or inkjet. Send any guidelines or print samples for approximate color matching. Digital color proofs are also available, please call or email for pricing. Colors proofs apply only to Custom Run projects—not available for Gang-Run.

#### Acceptable Media

Zip (100MB) or CD. Collected files under 4MB can be emailed to brianh@adcoasters.com. If emailed, please fax a laser proof to 503.241.9475 or include a pdf proof with your email. Or, ftp uploading is also available, please email sales@adcoasters.com for access information.

#### Media Labeling Requirements

Please label all supplied materials with: Client name, contact person, phone number.

#### Shipping Instructions

Ship all materials via trackable carrier (FedEx, UPS, etc.) to:  
 AdCoasters Production Dept.  
 1310 NW Naito Pkwy Ste 111  
 Portland, OR 97209 USA

#### Need Help?

We have an award-winning creative services department to prepare your artwork. Please call/email for pricing.