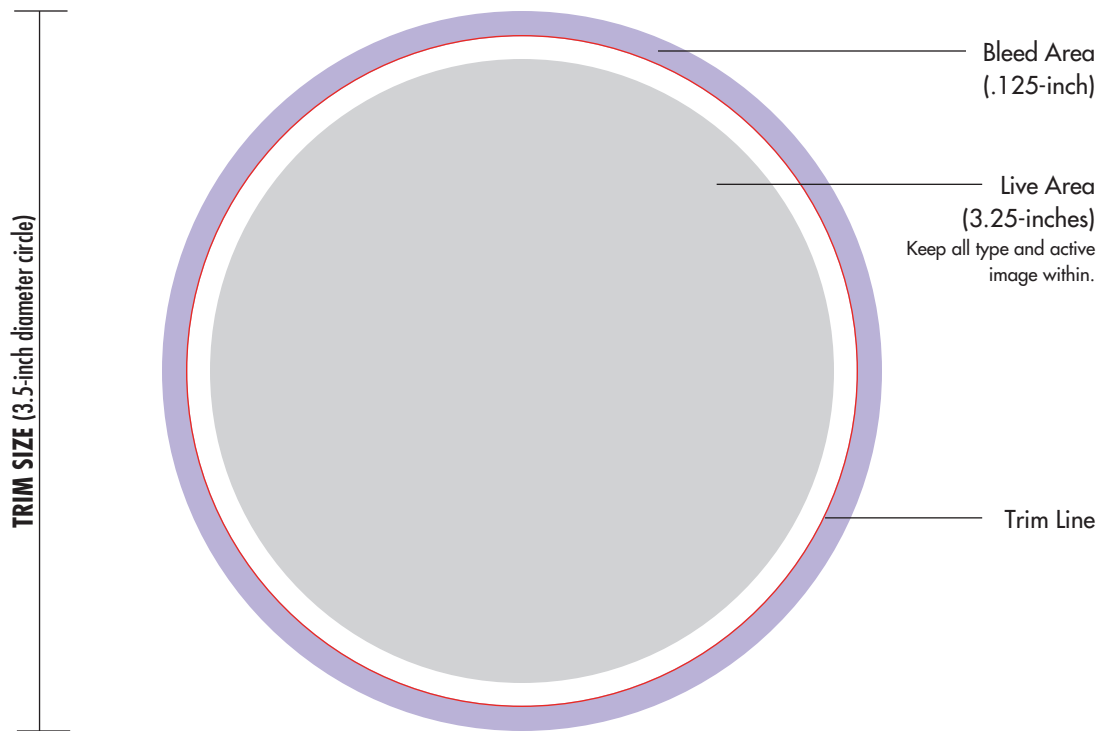


## Mechanical Requirements



### Standard 3.5-inch Round

#### Acceptable Applications

Adobe Illustrator (CS2 and lower)  
 Adobe Photoshop (CS2 and lower)  
 Adobe Acrobat Press-Ready pdf (v.8 and lower)  
 QuarkXPress (v.6 and lower), Mac only

Unacceptable programs include, but are not limited to: Corel Draw, Microsoft Publisher, Microsoft Word and PowerPoint. Macromedia Freehand, Adobe Pagemaker and Adobe InDesign will incur a conversion charge unless saved as a press-ready pdf.

#### 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.

#### Fonts

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

#### Color Proof

Provide color copy of image for reference and image placement. Send any guidelines or print samples for approximate color matching. Kodak, Approval, Screen TrueRite, Optronics Intelliproof are preferred. Profile should be set to SWOP (uncoated) for closest representation to actual printing. Or, we can supply a digital proof, please call or email for pricing.

#### Acceptable Media

Zip or CD. Collected files under 4MB can be emailed to [brianh@adcoasters.com](mailto: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 [brianh@adcoasters.com](mailto:brianh@adcoasters.com) for access information.

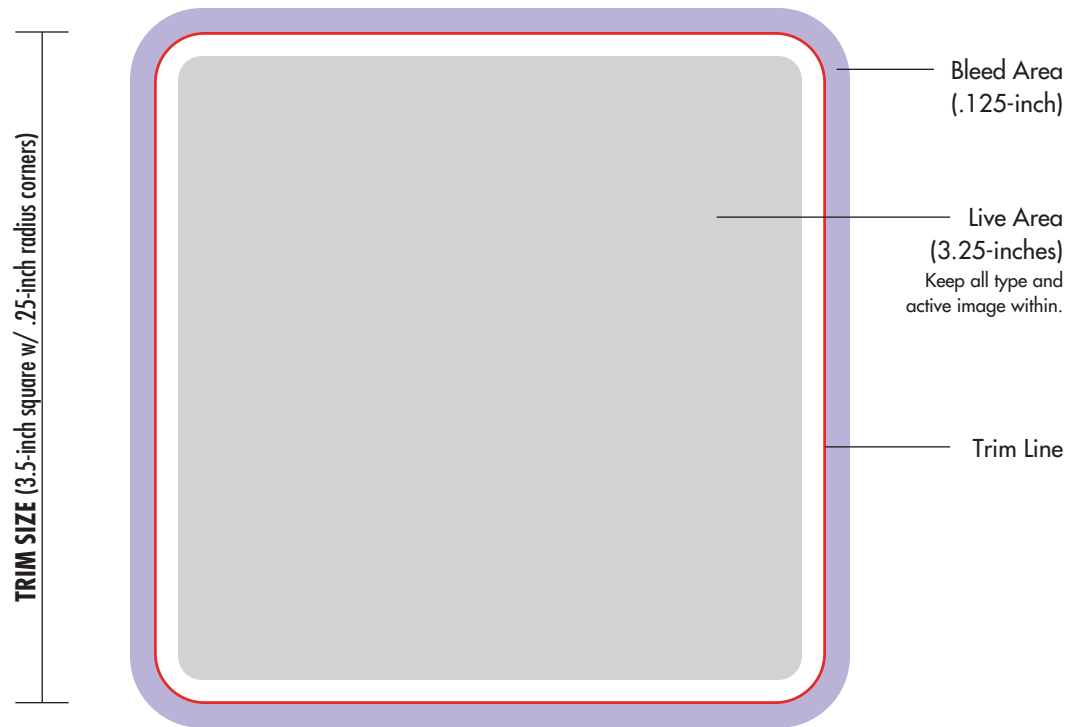
#### Media Labeling Requirements

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.  
 820 NW 12th Ave Ste 202  
 Portland, OR 97209 USA  
 TEL: 503.796.1813

## Mechanical Requirements



### Standard 3.5-inch Square w/ Radius Corners

#### Acceptable Applications

Adobe Illustrator (CS2 and lower)  
 Adobe Photoshop (CS2 and lower)  
 Adobe Acrobat Press-Ready pdf (v.8 and lower)  
 QuarkXPress (v.6 and lower), Mac only

Unacceptable programs include, but are not limited to: Corel Draw, Microsoft Publisher, Microsoft Word and PowerPoint. Macromedia Freehand, Adobe Pagemaker and Adobe InDesign will incur a conversion charge unless saved as a press-ready pdf.

#### 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.

#### Fonts

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#### Color Proof

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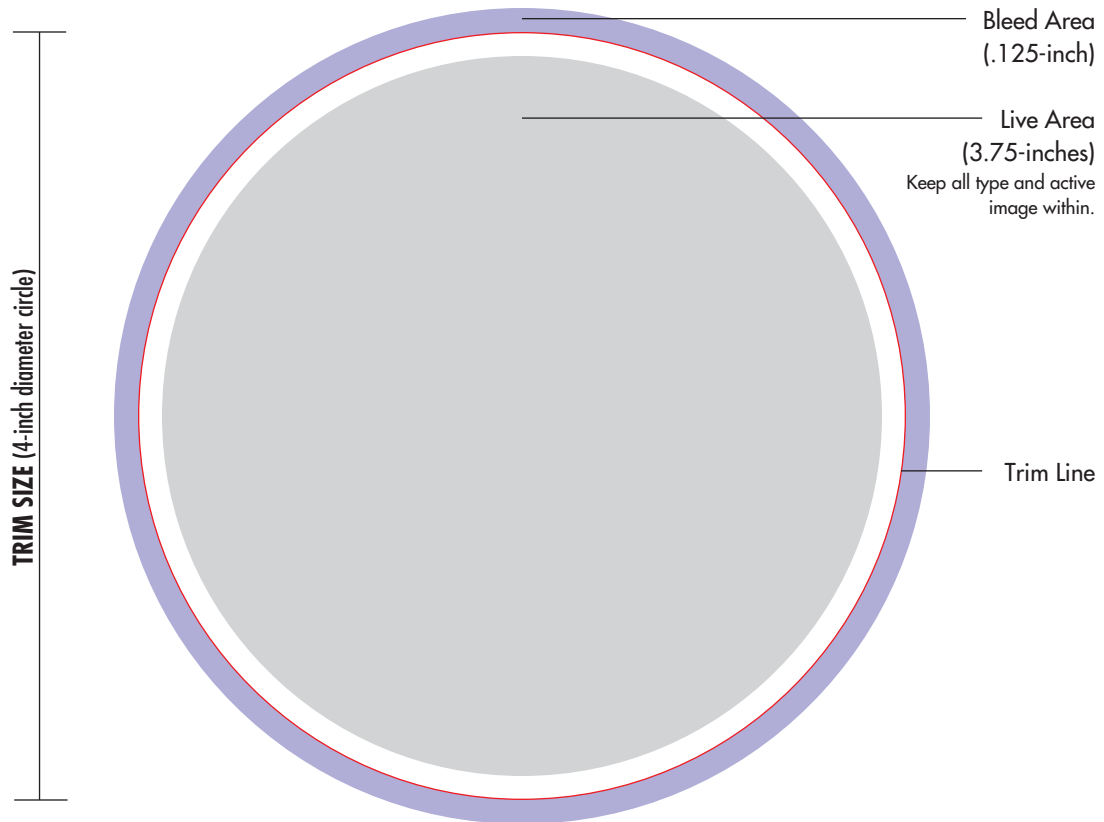
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 TEL: 503.796.1813

## Mechanical Requirements



### Standard 4-inch Round

#### Acceptable Applications

Adobe Illustrator (CS2 and lower)  
 Adobe Photoshop (CS2 and lower)  
 Adobe Acrobat Press-Ready pdf (v.8 and lower)  
 QuarkXPress (v.6 and lower), Mac only

Unacceptable programs include, but are not limited to: Corel Draw, Microsoft Publisher, Microsoft Word and PowerPoint. Macromedia Freehand, Adobe Pagemaker and Adobe InDesign will incur a conversion charge unless saved as a press-ready pdf.

#### 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.

#### Fonts

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

#### Color Proof

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#### Acceptable Media

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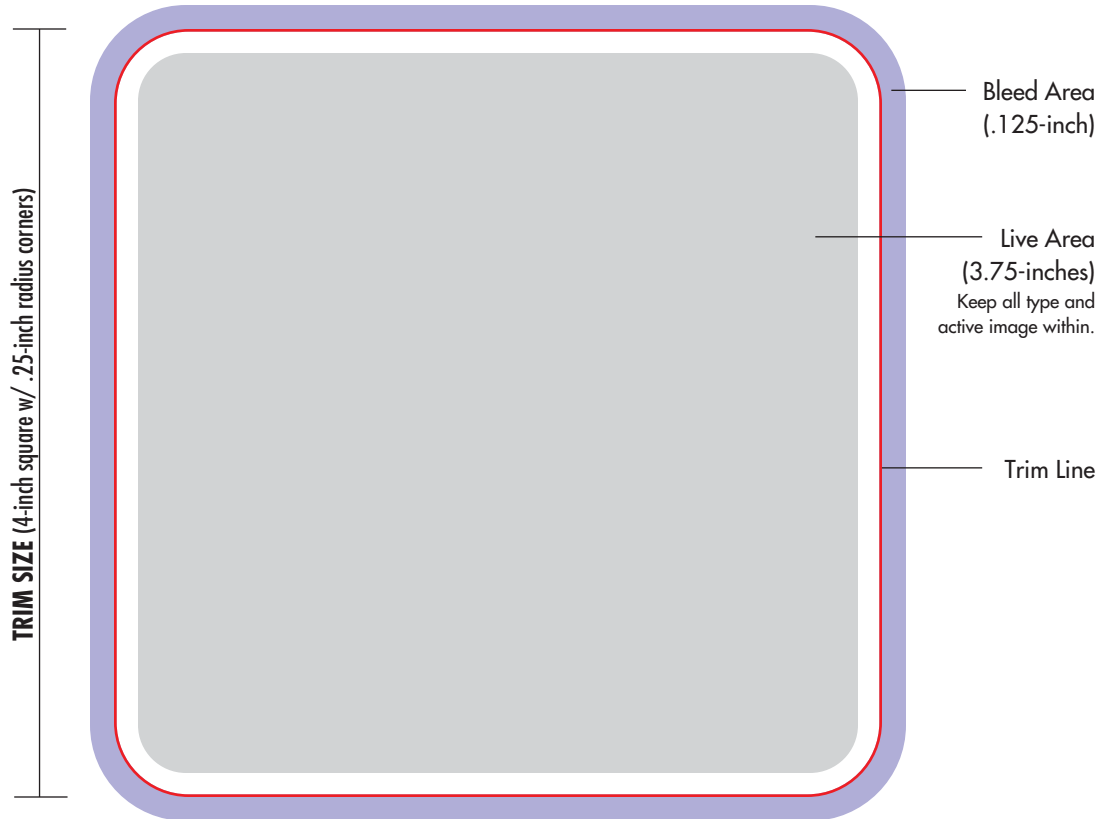
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 820 NW 12th Ave Ste 202  
 Portland, OR 97209 USA  
 TEL: 503.796.1813

## Mechanical Requirements



### Standard 4-inch Square w/ Radius Corners

#### Acceptable Applications

Adobe Illustrator (CS2 and lower)  
 Adobe Photoshop (CS2 and lower)  
 Adobe Acrobat Press-Ready pdf (v.8 and lower)  
 QuarkXPress (v.6 and lower), Mac only

Unacceptable programs include, but are not limited to: Corel Draw, Microsoft Publisher, Microsoft Word and PowerPoint. Macromedia Freehand, Adobe Pagemaker and Adobe InDesign will incur a conversion charge unless saved as a press-ready pdf.

#### Scans/Digital Images

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#### Fonts

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

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