

SUMMARY

- ___ High Resolution PDF Preferred
- ___ We also accept InDesign, Illustrator & PhotoShop native files
- ___ 150-Line Screen
- ___ Photos, logos and artwork must be 300 DPI at final size
- ___ All colors (spot, photos, etc.) to CMYK
- ___ Black should be 60c/30m/30y/100k
- ___ Add bleed (1/4") if it is a bleed ad
- ___ Change fonts to outlines if possible
- ___ Provide fonts for document AND embedded/placed art
- ___ Use Mac Type 1 fonts, True Type or Open Type fonts - No PC fonts
- ___ Email, FTP or deliver ad by CD
- ___ Use Stuffit if submitting electronically

Ads not produced to specifications are subject to production fees of \$70 per hour, billed by the quarter hour. If time allows, we will give you the opportunity to correct the problems.

ADVERTISING SPECIFICATIONS

ELECTRONIC FORMATS WE ACCEPT:

Preferred: PDF made to exact size of purchased ad w/ no crop marks
High resolution quality PDF using Acrobat Distiller 6 Settings PDFX1a
If you are using Distiller 4 or 5, use the press settings

Also accepted: PhotoShop, Illustrator or InDesign in Mac format
Ad sizes and formatting must be precise to ensure proper reproduction

High-resolution images: 150-line screen, CMYK, at least 300 dpi and saved as Tiff or EPS file All photos must be color corrected, cleaned, approved and ready for print Color sensitive ads: include a high quality color proof for color matching

Use of Color: We highly recommend 60c/30m/30y/100k (rich black) rather than 100K which will often look dull next to built black. Use built colors over four-color images. Change all spot colors to CMYK

Fonts: Illustrator and InDesign users should save all fonts as outlines
Provide fonts for document and fonts used in any placed/embedded EPS graphics
Use only Mac Type 1 fonts, True Type or Open Type fonts. NO PC fonts

We request that artwork be delivered on CD or electronic transfer, (email or FTP) Call or email for FTP instructions (We can handle up to 12mb via email) Compress files using Stuffit if submitting electronically
Email files to brian@whattodo.info

OP must approve all advertisements* If an ad does not pass OP approval, it will be returned for redesign. If you cannot create your own artwork, OP may create an ad for you or can recommend another qualified design firm.

Listings: Each advertiser should submit a 75 word or less description for each of their business categories.

Coupons: The What To Do graphics team will use a standardized format to prepare your coupon for you. Please provide: full-color logo, business statement, location, phone, (fax, web and email if applicable) and one offer. We have found that a standardized coupon allows the reader to sort through offers quickly and more effectively than a variety of looks.

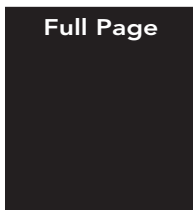
IF YOUR AD IS COLOR SENSITIVE YOU MUST PROVIDE A COLOR PROOF

*OP reserves the right to refuse any ad for any reason.

United States Postal Service:
What To Do, LLC
P.O. Box 1853
Edwards, CO 81632

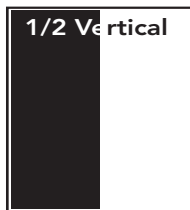
FedEx, UPS, DHL:
What To Do, LLC
331 Metcalf Rd. Building 2-A Unit 8-A
Avon, CO 81620

Ad Sizes and Color: All ads are four-color. Only full-page ads may bleed. Note: Bleed is 1/4".



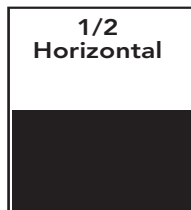
Full Page

Live: 4.625" x 7.875"
Trim: 5.375" x 8.375"
Bleed: 5.875" x 8.875"



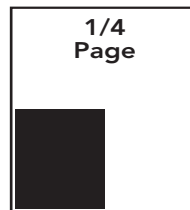
1/2 Vertical

2.1875" x 7.375"



1/2 Horizontal

4.5" x 3.625"



1/4 Page

2.1875" x 3.625"



Map Ad

3.5" x 2"



Listing:

75 words or less per business category