

Money Saver SPECIFICATIONS

ELECTRONIC ART FILES:

Electronic art files should be 4-color process and assembled in Quark 6.5 on a Mac Formatted disk. (NO RGB IMAGES)

Provide the following with each electronic file:

- Illustrator or Photoshop files must use process colors (no spot colors).
- All fonts used in all files.
- All fonts and placed graphics contained in illustrator.eps files.
- Black & White separation proofs of your final composite.
- Color composite proof. (Money Saver is printed using 85-line screen).

Live copy should be set in Quark and may be manipulated to fit Money Saver layout.

Product art must be scanned in high-resolution CMYK mode, not JPEG.

COLOR PRODUCT ART:

All color product art must be provided as an electronic image (on Mac Formatted disk, zip disk, DPI of 300 or better), transparency or continuous tone art (photographic print). Art should be provided as large as possible.

Please do not provide small, pre-printed coupon art. Pre-printed artwork should be provided only as a last resort – it loses definition when enlarged.

SUPPLIED AD LAYOUT (PRE-FABRICATED ADS):

Provide as electronic file (see above).

Money Saver will make every attempt to place layouts as provided by client. Size modifications are sometimes necessary when art does not comply with specifications or to adhere to issue format. Actual space allocations are determined by Money Saver's graphic artist and will vary from issue to issue.

AD SIZES

(For reference only, actual space may vary)

