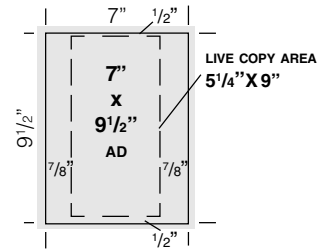


Moffit's Consolidators Guide

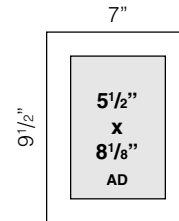
Electronic Ad Specifications

AD SIZES

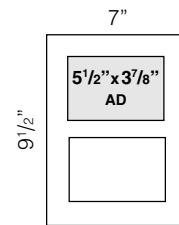
	AD DIMENSIONS	TRIM SIZE	BLEED SIZE
Full-Page Ad (with 1/4" bleed) <i>Side margins are large to accommodate the gutter.</i>	7" x 9 1/2"	7" x 9 1/2"	7 1/2" x 10"
Full-Page Ad (with no bleed)	5 1/2" x 8 1/8"	7" x 9 1/2"	n/a
Half-Page Ad (with no bleed)	5 1/2" x 3 7/8"	7" x 9 1/2"	n/a



FULL-PAGE AD
WITH 1/4" BLEED



FULL-PAGE AD
NO BLEED



HALF-PAGE AD

DESIGNING YOUR PLACEABLE AD

Your ad must be submitted on disk. Your digital artwork will then be placed into our page layout program. In order to guarantee that your ad will print properly, we require that your electronic file be saved in either of the following **Macintosh formats**:

- Adobe Illustrator 10.0 EPS**
- Adobe Photoshop 7.0 TIFF or EPS** (at 300dpi)

Your ads must be complete and ready to place "as is".

1. Convert all fonts to outlines.
2. Convert all colors and images to CMYK, i.e. no RGB files or PMS colors.
3. Save your artwork in either of the aforementioned Macintosh formats.

All ads must be submitted per contract date. *Electronic files submitted that do not meet these requirements will be returned to you. If you would like for us to correct the problems there will be an extra charge at the rate of \$45.00/hour.*

IN-HOUSE DESIGN SERVICES AVAILABLE

We offer a full in-house design service. We can produce an advertisement to your specifications or design your advertisement using materials that you have supplied. We will need logos, photographs, artwork and ad copy. Charges vary depending on the size and complexity of the ad. Our design rate is \$90.00/hour. ***All materials must be submitted per contract date.***