



Shop Till You Drop

Revised March 1, 2005

Artwork Specifications for Client Designed/Supplied Ads

Compatible Software: *Apple Macintosh Platform REQUIRED*

- **MACROMEDIA FREEHAND** (Preferred Native Format)
- Adobe Acrobat (PDF - Embed Fonts)
- Adobe Photoshop (Layers OK - Rasterize Type)
- Adobe Illustrator
- Adobe PageMaker (Max OS9 Only)
- Quark XPress (READ INSTRUCTIONS BELOW* - **VERY IMPORTANT**)
- **Proprietary PC file formats are not accepted.**

*NOTE: If you are using Quark to design your ad, you must first convert it to an **image file or PDF** before sending it to the STYD Art Dept. **Native Quark files will not be accepted.** See below for acceptable image file formats.

Image/Scan Formats:

200 dpi Tiff Preferred (Also .jpg, .eps, .pict, .bmp)

Color Images: CMYK (Make sure color images are CMYK format – RGB images may print in black & white!)

Black & White: Bitmap • You may also supply Grayscale Images saved as .tiff

Supplied Disk/Media Formats:

CD-R or CD-RW • DVD-R or DVD-RW

Floppy disks not accepted — our computer systems do not have floppy disk drives. If you supply a 1.4MB floppy disk it will have to be sent out for copying onto another supported Media and may delay production of your ad.

Note: VERY IMPORTANT - All fonts used in your ad and any imported/placed image scans must be included with the native file(s) on the supplied disk or your ad may not print correctly. You may choose to convert type to "paths" before saving to disk if you don't include fonts.

INTERNET: Email & FTP Uploading:

EMAIL: Send ad file(s) to the following email address: john@zunski.com

FTP UPLOAD: If your ad materials contain large files (over 10 MB), it is recommended that you upload your ad to our FTP space on the web. Please use the login information below or call the STYD Art Department for a step by step procedure.

Using your FTP Software (Fetch, Interarchy, etc.):

Server: creativeconceptscompany.com
 Path: <Leave Blank>
 User Name: client
 Pass Word: drowssap

After uploading your ad file(s), send an email to: john@zunski.com to notify the Art Department that your files are on the server. In your email please include: Your Name, Advertiser Name, Name(s) of all uploaded files, and a telephone number where you can be reached in case of a problem or question with your ad.

Advertisement Sizes: TEMPLATES ON THE WEB: shoptillyoudrop.net/ArtDept/Templates

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|-----------------------|-------------------|---------------------------|-------------------|
| Full Page: | 7.25" W x 9.75" H | Front Cover: | 7.25" W x 7.50" H |
| Quarter Page: | 3.50" W x 4.75" H | Back Cover (Full Page): | 7.25" W x 9.75" H |
| Half Page Horizontal: | 7.25" W x 4.75" H | Business Card Horizontal: | 3.50" W x 1.87" H |
| Half Page Vertical: | 3.50" W x 9.75" H | Business Card Vertical: | 1.87" W x 3.50" H |
| Detached Card: | 8.00" W x 4.37" H | Insert Card (2 Sided): | 8.00" W x 4.50" H |

Contacting The Art Department:

If you have *any* questions you can contact the STYD Art Department directly to discuss your ad layout. If there is any doubt whether your layout is compatible, please don't hesitate to contact us before supplying your ad file or disk. We are always glad to help!

Mailing Address:

John Zunski, Art Director STYD
The Creative Concepts Company
4 Baird Drive • Hillsborough, NJ 08844

Contact Info:

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