

DIGITAL PRE-PRESS FORM

Please submit a completed copy of this form with all advertising materials supplied in digital format.

- For questions, please contact the Ad Production Coordinator at 412.431.7888, fax at 412.431.7997 or e-mail art@whirlmagazine.com.
- Ship materials to: Ad Production Coordinator, WHIRL Magazine, 1501 Reedsdale St., Suite 202, Pittsburgh, PA 15233.

WHIRL Magazine is a Macintosh format environment. InDesign is the primary page layout program used. Macintosh formatted flattened documents are the preferred material format.

For advertising materials provided on disk, the following applies:

- **Acceptable disk formats:** Macintosh compatible CDs.
- **Acceptable programs for Macintosh-created documents:** Adobe Photoshop and Adobe Acrobat Reader. Adobe Illustrator and Adobe InDesign are not acceptable applications — ads created in Illustrator or InDesign should be saved as an EPS or PDF, respectively, and exported to Photoshop and saved as a flattened EPS.
- Fractional ads must be bordered and meet the specified dimensions exactly or charges may apply.

Please check the following before submitting your file:

- Convert all RGB files to CMYK, with no spot colors.
- Photo resolution must be at least 300 dpi at 100%.
- Please ensure that your ad is formatted at the correct dimensions. Failure to do so may incur an additional cost to the advertiser for not complying with the measurements provided.
- A hard copy high-quality proof must accompany all full page ads submitted on disk. If a high-quality proof is not provided, one will be made at a cost to the advertiser of \$25. Color match cannot be guaranteed if a color laser or low-quality color proof is provided.
- If you would like your disk to be returned, please include a letter of request. Disks received without this information will be held for 3 months before disposal.

Please complete the following:

Advertiser: _____ Publication & Issue: _____
 Disk Submitted By: _____ For File Questions Contact: _____
 Phone: _____ Fax: _____ E-mail: _____
 Job Name on Disk: _____
 Ad Dimension/Size: _____
 Program Used: _____ Ad Size: _____ Ad Orientation: _____
 Ad Representative: _____
 Additional Information: _____

If the document cannot be readily opened, or its components are substandard, the disk will be returned. Client will be advised of appropriate production charges that apply if the disk does not meet specifications detailed in this form. Ads submitted without a completed Digital Pre-Press Form and required documentation will be assessed a \$25 processing fee.

WHIRL MAGAZINE

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