

ELECTRONIC AD CHECKLIST

THIS FORM AND A PROOF MUST BE FAXED WITH ALL FTP SUBMISSIONS.

FTP AD REQUIREMENTS

FTP ads are due on the ad materials deadline.

SOFTWARE

For Mac, use Fetch or an equivalent FTP program. For Windows, use web browser or an equivalent FTP program.

We support the following software:

- Adobe Photoshop CS 8.0 (for Mac or PC)
- Adobe Illustrator CS 11.0 (for Mac or PC)
- QuarkXPress 6.0 (for Mac)

PDFs, Photoshop files and Illustrator files with all type converted to outlines/paths are ideal because this allows you to send just one file rather than support graphics, fonts (printer and screen) and the layout file. If you are sending a Quark file with fonts and support graphics, please use Stuffit to compress the folder, keeping all parts together.

FONTS

All printer fonts and screen fonts must be provided if supplying a Quark file. Fonts must be PostScript fonts. Please do not use system fonts. Do not apply menu styles (e.g. Bold, Italic) from the Quark measurements palette.

GRAPHICS & PHOTOS

- 300 dots per inch (dpi) images.
- Acceptable file formats: TIFF, EPS, Scitex (CT)
- Color graphics must be saved as CMYK files.

NOTE: files not supplied in CMYK will be converted using application defaults. We are not responsible for color on RGB files which must be converted to CMYK.

FTP FILES TO

Host: [madmag84.embtv.com](ftp://madmag84.embtv.com)

(for web browsers: <ftp://madmag84.embtv.com/>)

username: **mad36**

password: **wasitr72**

Please note you are still required to provide us with a fax proof of the ad for quality assurance purposes.

When submitting files via our FTP site, fax this checklist to 608.270.3642.

CONTACT INFORMATION

Date Submitted _____

Month of publication _____

Company name _____

Contact name _____

Phone number(s) _____

SOFTWARE USED

Adobe Photoshop Adobe Illustrator QuarkXPress
version _____ version _____ version _____

DISK DIRECTORY

Fax a printed list and a proof of all files submitted via FTP.

FONTS

(please list all fonts used)

GRAPHICS & PHOTOS

Graphic files saved in appropriate file formats and resolution included.

PROOFS

- Laser proof faxed (black-and-white ad)
- Color proof mailed (If no color proof is supplied, we cannot guarantee accurate color on press. Please contact your Account Manager if you would like us to provide a color-accurate proof.)

Madison
MAGAZINE