

# DIGITAL ART CHECKLIST

[Please complete this form and attach with your disk & proof.]

By following this checklist, we will be communicating on the same platform to achieve your marketing goal (as technology advances this may change slightly). We will advise you of any production concerns, and potential remedies for those concerns.

ARCHITECTURAL  
**ROOFING**  
& WATERPROOFING

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## The Checklist if the answer is no to any of the items below, please contact your BNP production representative.

### FILES

- Y  N  n/a Files are Macintosh platform
- Y  N  n/a Either Adobe Indesign (CS3 or lower) or QuarkXPress (7 or lower) is the primary page layout program **or...**
- circle which type of file is supplied
- File is a PDF. The PDF must be created using BNP Media's Distiller settings.  
Please see: <http://www.bnpmedia.com/digitalspecs>
- Y  N Ad size conforms to dimensions listed on the media kit.
- Y  N  n/a Bleeds extend 1/8 inch beyond final trim.

### GRAPHICS

- Y  N  n/a All Supporting art is included as either a .tif or .eps (PhotoshopCS3 or Illustrator CS3 or lower).
- Y  N  n/a Images are 300 dpi.

### FONTS

- Y  N  n/a Both printer and screen fonts (Adobe Type 1 Postscript) are included. [Note: Menu styles/attributes should not be applied to fonts.] **Fonts in Illustrator must be outlined.**

### COLORS

- Y  N  n/a **4 Color Ads:** All colors in Indesign, Quark or Illustrator are converted to CMYK (graphics are also converted to CMYK).
- Y  N  n/a **Spot Color Ads:** All colors in Indesign or Quark are converted to CMYK. All spot colors must have Spot Color selected (graphics are also spot color).
- Y  N  n/a **Black & White Ads:** Graphics are saved as grayscale or bitmap.
- Y  N  n/a Trapping is set appropriately.

### ELECTRONIC SUBMISSION:

- Y  N Files are supplied on a CD. E-mail and FTP options should be discussed with the magazine's production manager.
- Y  N A print window of files on disk is supplied.
- Y  N **With insertion order, a screened contract quality proof created from the final electronic file must be submitted with each color ad.** Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

We would be happy to provide further detailed information about any of your production concerns.

## Quick Specs

### PROGRAMS WE CAN ACCEPT:

MAC: Adobe InDesign CS3, Quark 7,  
Adobe Illustrator CS3, Photoshop CS3

\* Programs can also be a lower version of the above.

### FORMATS FOR GRAPHICS, PHOTOS:

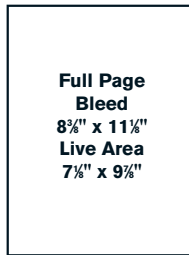
EPS, TIFF (4 color should be CMYK)

### PLEASE NOTE:

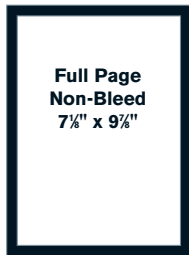
The same IBM compatible software is acceptable, however note that the fonts will be replaced with Mac compatible.

**Very important: Remember to include proof of ad.**

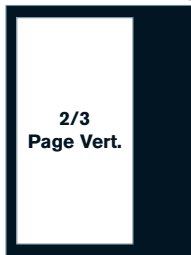
# AD SIZES



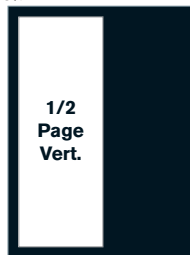
**Full Page Bleed**  
16 1/2" x 11 1/8"  
**Live Area**  
15 1/4" x 9 3/8"



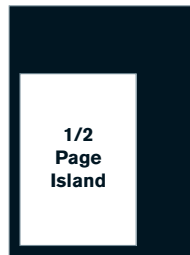
**Full Page Non-Bleed**  
15 1/4" x 9 3/8"



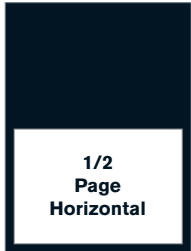
4" x 9 3/8"



3 1/2" x 9 3/8"



4 3/4" x 7 1/4"



7 1/4" x 4 3/4"



4 3/4" x 4 3/4"



2 1/4" x 9 3/8"



7 1/4" x 3 3/4"



3 1/2" x 4 3/4"



2 1/4" x 4 3/4"

# BANNER AD SIZES

## BANNER AD SIZES (ALL IN PIXELS):

468 x 60 (full), 125 x 125 (button),  
160 x 600 (skyscraper)

## FILE SIZE:

Under 15k

## COLORS:

256 colors or less

## RESOLUTION:

72 dpi

## FORMAT:

- JPG,
- GIF ...(GIF ads can be animated, as long as file size stays under 15k)
- SWF (or Macromedia Flash animations accepted, but talk to someone in the Internet Dept if this is the case. Few extra steps involved to make sure it tracks properly in AdJuggler)