

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.



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 BNP Media
2401 W. Big Beaver, Suite 700
Troy, MI 48084

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 QuarkXPress (6.1 or lower) is the primary page layout program & the file has a .qxd (for Quark 5 and lower) or .qxp (for Quark 6) extension. **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 (Photoshop or Illustrator CS 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 Quark and Illustrator are converted to CMYK (graphics are also converted to CMYK).
- Y N n/a **Spot Color Ads:** All colors in Quark 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: InDesign CS, Adobe Illustrator CS, Photoshop CS

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

FORMATS FOR GRAPHICS, PHOTOS:

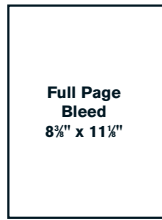
EPS, TIFF (4 color should be CMYK)

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
8 1/2" x 11 1/4"



Full Page Non-Bleed
7" x 9 1/4"



2/3 Page Vert.
4 1/2" x 9 1/4"



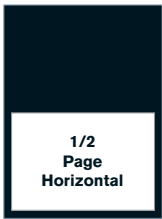
1/2 Page Vert.
3 1/2" x 9 1/4"



1/2 Page Island
4 1/2" x 7 1/4"



1/3 Page Vertical
2 1/2" x 9 1/4"



1/2 Page Horizontal
7 1/2" x 4 1/4"



1/3 Page Square
4 1/2" x 4 1/4"



1/3 Page Horizontal
7 1/2" x 3 1/4"



1/4 Page Vertical
3 1/2" x 4 1/4"



1/6 Page Vertical
2 1/2" x 4 1/4"

RICH MEDIA OPPORTUNITIES

Imagine being able to incorporate all the "interactivity" and "multi-media" capabilities the Web has to offer into your printed materials!

Because the NXTbook is a web-based publishing platform, it has the ability to combine text, images, animation, sound and even video creating a media-rich and thoroughly engaging experience for your viewers.

AUDIO:

- Please send audio files embedded in a Flash document. We also accept .mp3 or .wav files.

ANIMATION:

- Please supply animation as Flash 6 files. We will need .swf and .fla files supplied.
- Make sure there is no white space around the edge of the Flash animation.
- Set the Flash file to a frame rate of 24 fps.
- For animations that shouldn't loop, please ActionScript it as such.
- Any Actionscript used in the animations cannot use the `_root` reference. It must instead use `_parent` references.
- Animations used on the NXTbook pages need to be created for display at the maximum zoom size. The normal maximum zoom size is 950 pixels wide, but if the maximum zoom size is made larger or smaller, we will then provide different dimension for the Flash animations accordingly.
- Animations created for the intro page, opposite the cover, should be made at 475x645 pixels or dimensions that are proportional.

However, if the project is proportioned differently (such as with some trade brochures), then we will provide different dimensions.

- There should be no links in the animations we are given. We will create the links so they can be tracked.
- There is no file size limit on animations, but for loading purposes, the files should be as small as possible.
- Images should be set to lossless compression instead of photo compression

VIDEO:

- Please send Video files as a .flv or .avi file. We also accept Windows Media Player, Real Video or QuickTime formats.
- When sending QuickTime video files, please avoid using these video codecs: Intel Indeo Video and SoftDV. The recommended video codecs for QuickTime are
 1. Uncompressed video
 2. Sorenson Video 1, 2, and 3
 3. Motion JPEG A and B
- When sending QuickTime video files, please avoid using the IMA 4:1 audio codec. The recommended audio codecs for QuickTime are
 1. Uncompressed audio
 2. ALaw 2:1
 3. ADPCM
- When sending .avi files, avoid using the Intel Indeo video codec.

For questions related to placing rich media into your NXTbook or NXTbook ad, please contact Jeff Martin at NXTbook Media LLC.

Jeff Martin

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