Electronic Ad Requirements

TEAR Requirements - Standard Process

Please submit electronic ad(s) to TransWestern Publishing as follows:

Macintosh Format: 3 1/2 Floppy Disk*
100 MB Zip Disk*
CD-ROM*
* Only one customer per Disk/CD

Software Application: Adobe Illustrator 8.0 or lower, Multi Ad Creator 4.0, Quark 4.0 or lower

File Format: If created in Adobe Illustrator 8.0 or lower and saved as an Illustrator EPS document (see other side). Art and text must be separate and not flattened or SHOULD NOT be rasterized into one piece. If created in Multi-Ad, only the document needs to be saved. No EPS is needed. **Note:** The ***FX Tool*** should not be used to create text, arcing or other effects. The Text Tool should be used for all text with no forced **Bold** or *Italic* from the Style Menu. Any text that needs an arc must be provided as art to be scanned. If created in Quark, only the document needs to be saved. **Ads cannot be created with 4 color black in artwork or text.**

File Name: Customer Name/Size of Ad/Book/Heading
Example: Geri's Flowers/FP/Hurst/Florists

Ad Dimensions: Needs to be the correct dimensions for ads purchased (See Specification Manual for sizes)

Resolution:

Line Art: 600 DPI	Special Positions ads should be 1200 DPI
Grayscale (art or photo): 200 DPI	Special Positions ads should be 300 DPI
Color (art or photo): 200 DPI	Special Positions ads should be 300 DPI

Fonts: Fonts used in ad must be on the TransWestern Publishing Approved Font List. If ad contains a font that is not on the Approved Font List, the font should be created as outlines (possible for Illustrator Ads only) or it will be substituted. Any text created under 6points will not print well.

Disk Label: Customer Name/Phone Number (as written on Advertising Order Form)
Heading(s)
Ad Size (i.e. FP or QC)

Paper Output: Always include a paper printout of the ad/art contained on the disk. This will help us verify that all ads have been successfully received. In color if for a color book.

Status: Ad must be "Print Ready," meaning no further modification required.

If any electronic ads supplied do not meet the above criteria, they will be returned.

TransWestern® Publishing
8344 Clairemont Mesa Blvd., San Diego, CA 92111, 1-800-333-1111

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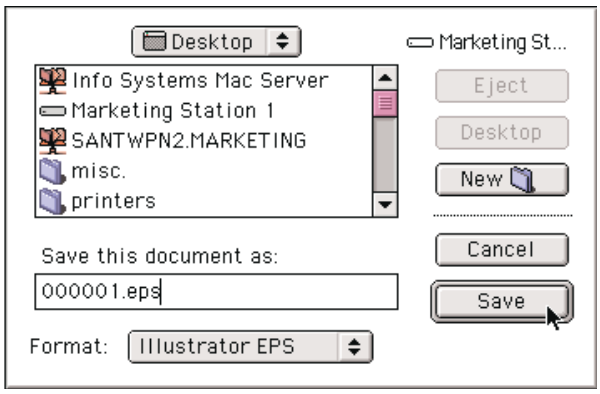
Instructions For Saving Ads to EPS

Display Ads

To save a Black and White or Color Adobe Illustrator Art Element as an EPS file:

1. Under the File Menu, select “Save As”.
2. Select the folder where you want to save the EPS file.
3. Specify a name for the EPS file in the “Save this document as:” field.
4. Choose “Illustrator EPS” for the Format from the pop-up menu.
5. Click “Save”.



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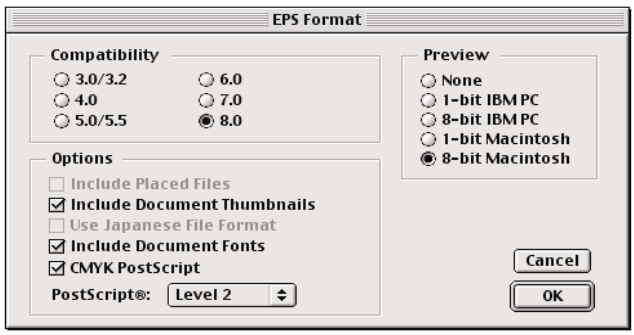
6. A pop-up window called, “EPS Format” will appear.
7. Select “8-bit Macintosh” for the Preview.
8. Select an Adobe Illustrator compatibility option. Select the newest version that doesn’t exceed version 8.0; select 8.0 if the choice is available.
9. If the ad contains placed EPS files, “Including Placed EPS Files” will be already selected.
10. It is not necessary to input the author, keywords, or a description in the Fetch Information fields.
11. Click “OK”.



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