

Submitting Electronic Ads to Carolina Country

GUIDELINES AND FORMATS

In the interest of quality, efficiency, time and cost-savings, please submit your ad in a "placeable" format. Following are guidelines and reminders. Thank you!

Placeable ad formats include:

PDF (Portable Document Format)

GUIDELINES TO FOLLOW BEFORE CREATING A PDF FILE

- All color graphics must be in CMYK mode
- Distiller setting set to "Press Optimized"
NOTE: "Screen Optimized" will only print at low-resolution, or 72 dpi (dots per inch) resolution.

EPS (Encapsulated Postscript)

GUIDELINES TO FOLLOW BEFORE SAVING AN EPS FILE

- All color graphics must be in CMYK mode
- All graphics must be embedded in file
- No font dependencies (i.e., create outlines in Illustrator) NOTE: Fonts not turned to curves or outlines and otherwise not included with your file may not print properly.

TIF (Tagged Image File Format)

GUIDELINES TO FOLLOW BEFORE SAVING A TIF FILE

- File is in grayscale, CMYK, or bitmap mode
- IMAGE SIZE of your TIF must have at least 300 pixels/inch at 100%.

If you are not sure whether your placeable file had been prepared correctly, please include the original file, fonts and all graphic links.

Send advertising materials to:

Attn: Jennifer Hoey
Carolina Country
3400 Sumner Blvd.
Raleigh, NC 27616

E-mail materials to: jennifer.hoey@ncemcs.com

Phone: 800.622.8835 X 3077

Unable to place a "placeable" file:

Carolina Country magazine is produced using InDesign on a Macintosh Platform. We prefer ads in InDesign.

- Files created in PageMaker are accepted but not preferred.
- Be absolutely sure that all placed image files, all screen fonts, and all printer fonts are included on your disk along with your application files.

Guidelines for all submitted ads:

- Acceptable media: CD, Zip, 3 1/2 floppy, or FTP (file transfer protocol).
NOTE: FTP Site address for Internet Explorer or Netscape is: <ftp://ccftp@ftp.ncemcs.com>. Please contact Jennifer Hoey (Advertising Manager) for further details regarding the use of the FTP Site.
- ALWAYS label your disk with name and telephone number of the actual person who created the contents of the disk, and indicate what program and platform (i.e. PageMaker, Windows) your ad was created in.
- Please include a composite laser proof of your ad with the submitted disk.

THANK YOU!

Carolina
country