

# MECHANICAL SPECIFICATIONS FOR ADS

The following are the preferred formats in which to receive advertising material. Material not in preferred format will result in the advertiser being assessed a production charge.

PLEASE FORWARD YOUR ADVERTISING MATERIAL WITHIN THREE WEEKS OF PLACING YOUR SPACE RESERVATION.

## MATERIAL REQUIREMENTS

### ELECTRONIC FILES:

1) PDF is preferred. Your ad is locked up and tamper-proof and will image exactly as you provide.

**RESOLUTION FOR .PDF FILES: 300 DPI, HIGH RESOLUTION.**

2) In-Design, Quark or Pagemaker (include fonts, EPS & TIFF files, etc., plus hard copy). We prefer Macintosh.

3) Other page layout programs: check with us @ 1-800-807-6555.

### EMAILING VS DISKS:

1) You may either email your files to [artwork@american-images.org](mailto:artwork@american-images.org) or send a disk or CD. If you email, fax a hard copy for comparison to 814-833-2340. If you mail a disk or CD, be sure to include a hard copy of what the ad is supposed to look like.

### CAMERA-READY:

1) We can work with camera-ready artwork, but electronic files guarantee better reproduction. Send camera-ready art to the address below.

**DOUBLE CHECK** THE SIZE OF THE MATERIAL YOU SUBMIT! **INCORRECT SIZE IS THE MOST FREQUENT REASON WE HAVE TO CALL ADVERTISERS.**

## MECHANICAL REQUIREMENTS

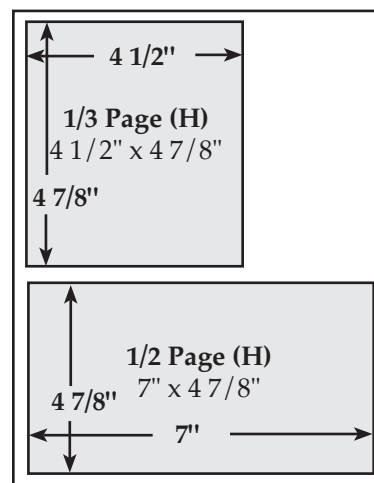
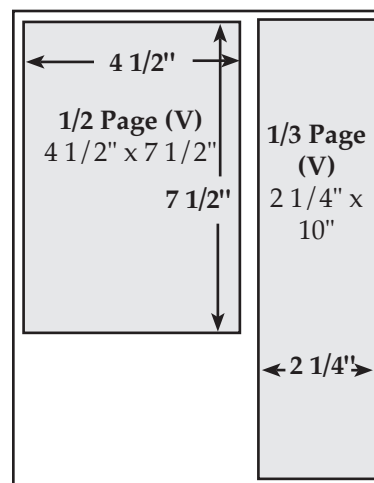
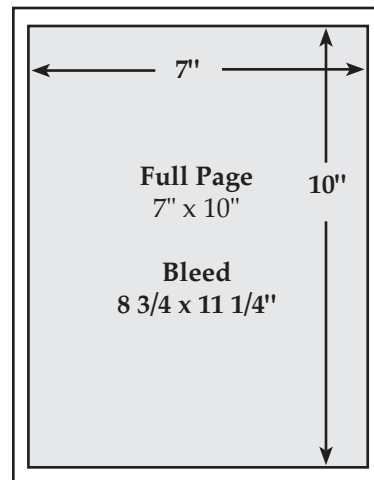
Trim size for Book: 8 1/2" x 11"

Please indicate on Advertising Agreement either horizontal or vertical format for 1/2 & 1/3 page ad sizes.

### PRODUCTION QUESTIONS CONTACT:

**[artwork@americanimages.org](mailto:artwork@americanimages.org)**

**Dimensions = Width x Height**



Please forward advertising material to: Production Department, American Images Publishing  
2705 Alexandra Dr. Erie, PA 16506 (1-800-807-6555) (1-814-833-2340 fax)  
email electronic files to: [artwork@americanimages.org](mailto:artwork@americanimages.org)