



Fourth Seacoast Publishing Quick Caller Air Cargo Directories

SUBMISSION GUIDELINES FOR ADVERTISEMENTS

1. We Can Create Your Ads:

We can assist you in creating a unique ad for your company. Our in-house creative staff will design the look of your ad, with your guidance, to give your company the professional look it deserves. Please submit any copy, photos and artwork you would like to use along with contact and billing information. We will contact you to discuss the specifics of your project.

2. If You Supply Your Artwork:

- If you supply the ad artwork it will need to be formatted to the sizes below. Any artwork submitted needing resizing or repositioning may incur additional cost. All INSIDE ads are Black & White unless special arrangements have been made. COVER ads may be Black & White or Color.

Quick Caller Ads

Full Page Ad – 4 ¼" w x 6 ½" h **½ Page Ad** – 4 ¼" w x 3 ½" h **¼ Page Ad** – 4 ¼" w x 1 ¾" h

Covers – Trim size - 5.5" w x 8.5" h Live area - 4 ¾" w x 7.5" h *Requires ¼" bleed on all sides.

Keep all live matter ½" from trim on all sides.

Front Cover Imprints – 4 3/8" w x 2 3/8" h

Ocean Directory Ads

Full Page Ad – 7 ¼" w x 9 ½" h **2/3 Page Ad** – 4 5/8" w x 9 ½" h **½ Page Ad** – 7 ¼" w x 4 ¾" h

1/3 Page (Horizontal) – 7 ¼" w x 3 1/8" h **1/3 Page (Square)** – 4 5/8" w x 4 5/8" h **1/6 Page Ad** – 4 5/8" w x 2 3/8" h

Covers 7 ¼" w x 9 ½" h Trim size – 8.5" w x 11" h * Requires ¼" bleed on all sides. Keep all live matter ½" from trim on all sides.

Website Banner Ads

305 pixels wide x 231 pixels high. Banner Ads should either be in a .jpg or .gif format.

3. Electronic Formats (PC based)

◆ Adobe Acrobat PDF (embedded fonts) ◆ Quark Xpress ◆ Illustrator CS2 ◆ Photoshop ◆ JPEG

- All digital art files must be created to exact size of the ad specifications with an additional 1/8" bleed (on all bleed sides) if necessary.
- When preparing color ads, all colors must be converted to CMYK process.
- Please include a hard copy of your ad. If color ad make sure hard copy is color accurate.
- We are PC based and prefer PC format but can open MAC files (see #5)

4. Images

- All linked images must be supplied with ad layout document.

- It is highly recommended that all high-resolution images be scanned with at least 300 dpi. Keep in mind that enlarging an image within the page layout program may reduce the resolution to a point where the image quality may be unacceptable. All color scans must be sent to color mode of CMYK.
- Total ink density of a scan should not exceed 300%
- Resolution of line art scans (1 bit TIFF's) should be at least 600 dpi.
- ***Never take images from the Web and enlarge for commercial print output. Images from the Web have a low resolution of 72 dpi. They can't be enlarged or printed for high quality output. If you must enlarge and print an image from the Web, print the image at its original size, then scan it at a higher resolution so you can enlarge the dimensions.***
- If you are using you own images, invest in a digital camera that is capable of capturing your images at a higher resolution.
- If you're able to, rescan an image at a higher resolution. For quality purposes, it's easier to have the option to decrease a bitmap image's resolution when needed.

Fonts

- All fonts used in both the graphics and page layout of the file must be included. Fonts must have both screen and printer parts as well as any TrueType fonts used.
- It is highly recommended that if you have Illustrator you create your ad in that program and "create outlines" for your document. **We cannot guarantee that we will be able to use the same fonts in your document because we are PC based and cannot use MAC fonts.**

5. Transferring files for publications use:

- File transfer via email is available. Our email address is lara@quickcalleronline.com. It is recommended that any files over 10 mg be supplied via U.S. mail or courier in one of the supported storage media listed below.
- CD-ROM
- For FTP information please contact us.

The address for ad submission is:

Fourth Seacoast Publishing Co., Inc.

Attn: Lara Hutton

Mailing Address: 25300 Little Mack Ave., St. Clair Shores, MI 48081

Phone: (586) 779-5570 *Fax:* (586) 779-5547 *Attn:* Lara Hutton

Email: lara@quickcalleronline.com

* We reserve the right to re-create any supplied artwork that is not up to our quality standards. Extra charges may be incurred and are the responsibility of the client.