

The Devon Horse Show & Country Fair, Inc.
DEVON

FOR THE BENEFIT OF BRYN MAWR HOSPITAL

JRL Advertising & Sales Promotion, Inc., Publisher

80 Orchard Rd. • North East, MD 21901

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Ad Material Production Specifications

The Catalog is Printed by offset, direct-to-plate technology, in four color process and black and white. All color **MUST** be CMYK.

Advertiser must furnish the following material to avoid production charges:

BLACK AND WHITE — Preferred: PDF Press Quality with embedded fonts (no subset fonts) and high resolution photos (300 DPI or Higher). Also acceptable: TIF or JPG (600 DPI or higher) and EPS files (All fonts converted to outline). MAC or PC format. *(Paper proof of ad Required)*

TWO OR FOUR COLOR — Preferred: PDF Press Quality with embedded fonts (no subset fonts) and high resolution photos (300 DPI or Higher). Also acceptable: TIF or JPG (600 DPI or higher) and EPS files (All fonts converted to outline). MAC or PC format. Second color can only be Cyan, Magenta or Yellow or CMYK build. CMYK build two color ads will be priced at four color ad prices. *(Two color ad - separated and composite paper proof Required. Four color ad - color proof or printed sample of ad REQUIRED.)*

PDF FILES — Press Quality with embedded fonts (no subset fonts) and high resolution photos.

TIF & JPG FILES — TIF and JPG format files must be to ad size and at least 600 DPI or higher for quality reproduction.

EPS FILES — Convert all type to outlines.

COLOR — CMYK only. RGB files must be converted to CMYK.

Type logos and artwork from web sites are NOT usable for printed ads.

SUBMITTING FILES — Files may be e-mailed to JRLadv@comcast.net or be supplied on MAC format or Universal (ISO 9660) CD or DVD.

Contact publisher if supplying materials in any other electronic formats.

Additional charges will be assessed for the following:

ADS NOT TO ABOVE SPECIFICATIONS

ADS PICKED-UP FROM PREVIOUSLY SUPPLIED NON-ELECTRONIC MATERIALS

COPY, LAYOUT, TYPESETTING, ELECTRONIC MECHANICALS, AND SCANNING OF PHOTOS OR ARTWORK BY PUBLISHER WILL INCUR ADDITIONAL CHARGES.