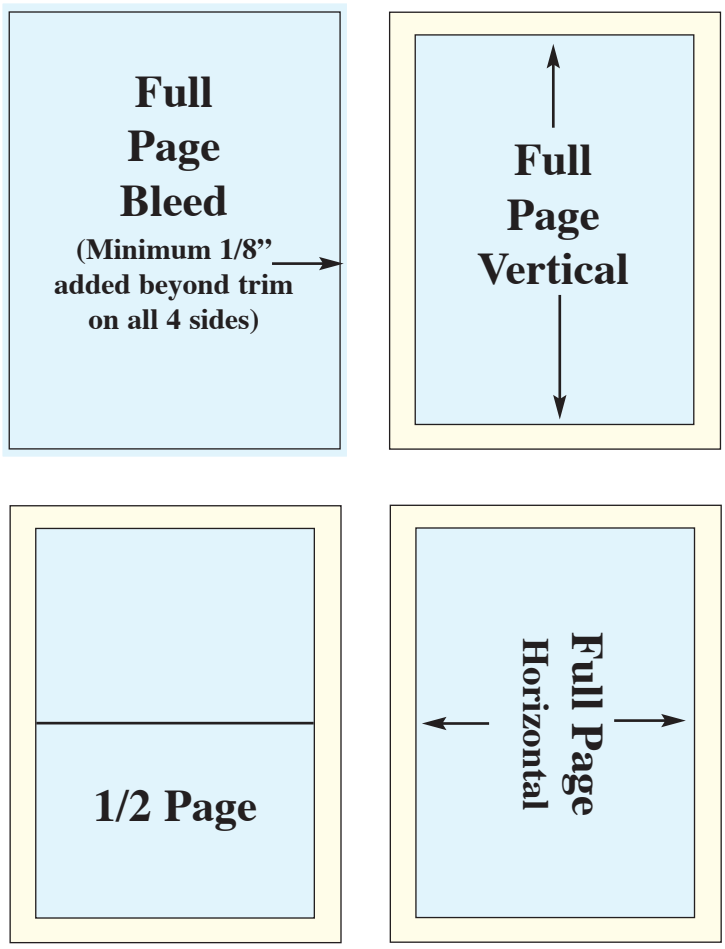
GOA Georgia Oilmen's Association Membership Directory

Advertising Submissions Specifications



Ad Sizes In Inches:

Full Page Bleed (Add 1/8" for trim to all 4 sides) .....6 x 9

Full Page without Bleed .....5 x 7 $^{13}/_{16}$

Full Page Horizontal (turned on side).....7 $^{13}/_{16}$ x 5

1/2 Page .....5 x 3 $^{13}/_{16}$

Publication Finished Size - 6" x 9"
Binding - Wire Bound
Printed on 4-color Process - Sheetfed

Disk Provided Ads:

- Preferred: Ads built in Mac Format, in QuarkXPress 3.3 or higher.
- Other applications supported but not preferred: Pagemaker 6.5, Photoshop, Illustrator, Freehand. If in PC format, fonts may have to be substituted and a comparable match cannot be guaranteed.
- Include all support files that have been placed within or imported to document such as Illustrator eps files or Photoshop eps or tiff images. Ad cannot be imaged on highres imagesetter unless you supply all digital elements used to build the ad.
- Photos: 300 DPI, .eps or .tiff format, CMYK mode for 4-color ads, not RGB mode. Do not rotate or enlarge photos in Quark; resize or rotate in Photoshop only.
- Line Art: 600 DPI. CMYK for 4-color ads.
- Color Usage: Convert all spot colors to CMYK for 4-color process ads. (Deselect "spot color" in Quark 4.)
- Fonts: Use Postscript, Type 1 fonts; include both screen font and printer font. If a font collection program is used, be sure to include any fonts that were used in support files such as Illustrator eps, as these are not always collected with Quark Document. Convert text to outlines in Illustrator files if possible.
- Please include a color printout of color ad or a black and white laser of any black and white ad.
- Quark document, plus all support files and fonts, may be saved to a diskette, zip, jazz, or CD. Any missing images or fonts will delay or prevent output of your ad.

Ads provided on film:

- 150 lines per inch, negative film, Right Reading Emulsion Down, imaged at 2400 dpi
- Each piece of film labeled with the correct process color
- A color correct proof must be included for color accuracy
- Any size ad that bleeds must have minimum 1/8" image beyond trim area

Camera Ready Ads:

(Ads to be shot by camera)

- Artwork must be printed on slick stock for best results, not lightweight laser paper
- 4-color ads should be imaged to film not paper separations, 4-color ads printed on paper may result in poor registration and mottled color