



FOR  
SISTERS  
ONLY

Submit materials to your FSO Rep...  
or **DAVID E. CATO**  
Design / Graphcom Inc.  
2300 Defoor Hills Road  
Atlanta, GA 30318-2203  
dcato@graphcomprints.com

**DISPLAY ADS ONLY**

**Submission Deadline:  
AUG 21, 2006**

# DIGITAL FILE STANDARDS

WIDTH IS  
SHOWN FIRST

- **No composite film or artwork accepted.**
- **All ads must arrive as electronic files adhering to the standards shown below.**
- **FULL PAGE (COLOR)** trim size is **8.5 x 11"** Bleed size adds **.125"** all sides. Live image or text - no closer than **.25"** from trim.
- **HALF PAGE (COLOR)** trim size is **8.5 x 5.375"** Bleed size adds **.125"** all sides. Live image or text - no closer than **.25"** from trim.
- **QUARTER PAGE (COLOR)** trim size is **2.75 x 5.375"** Bleed size adds **.125"** all sides. Live image or text - no closer than **.25"** from trim.

**LAYOUT:** **Quark 6.5 or Earlier** ONLY (Backsave 7.x to 6.5 before sending)

**PHOTO:** **Photoshop CS2 or Earlier** ONLY - Maximize compatibility (save images as Single file EPS/JPEG encoding at Maximum Quality); 300dpi. Limit file to 4 channels (no selections saved with file); clipping paths are OK; do not use 5-file DCS format.

**ARTWORK:** **Illustrator CS2 or Earlier** ONLY - (save file as EPS, with preview @ 8-bit). Convert type to paths. Avoid placed images (if you must use them, include original high resolution image with final document).

**SIZES:** Final page size should be exact dimensions required by job. (do not create custom crop marks and float a page on a larger layout. eg. **8.5 x 11"** page centered on an 11 x 17" document). Create standard 1/8" (.125") - exact bleed on all sides.

**FONTS:** **Type 1 or TrueType Postscript fonts.** Provide collect all required fonts for output, including fonts that have not been converted to paths used in your graphic (vector) files. Do not outline character style to fonts in your layout application (create special font designs in your art or vector program).

**STORAGE:** We will accept your files stored ONLY on **CD-Rom**. If requested, your storage materials will be returned at end of project. **FTP or EMAIL ACCEPTABLE. Contact DCATO for details.**

**PROOFS:** All support files (even if you have included placed images in your final document). **Provide laser proofs or PDFs output at 100%.** Color lasers are convenient but not mandatory.

**TOTAL PHOTO OR ADOBE SOLUTION:** You may also submit a full-resolution, with bleed **.TIF** or **.EPS** composite Photoshop file, or an all-fonts-embedded, **press-optimized PDF (THIS IS THE BEST!)**. No need for native files shown above but will hinder any last minute changes.

**IF POSSIBLE, USE THIS METHOD**