

Ri• Grande Valley Business Journal

Jan. 1, 2006

Ref: Specifications

Output Specifications:

Line screen: 85 line for Velox or film.

Preferred materials: disk, velox or film.

If film; a positive of ad on laser paper should be provided for proofing.

Film should be right read, emulsion side down. Minimum 600 dpi for best reproduction.

If velox paper is provided for final, 85 lpi should be used.

If laser paper is provided for final, 71 lpi should be used.

Anything less than laser output may reproduce less desirable halftones.

Program Specifications (highest version allowed):

Macintosh or IBM using Quark Xpress 4.1, Photoshop 6, Illustrator 9.0, Freehand 10, Page Maker 6.52 and Acrobat 5.0 PDF compatible only.

Media Type:

Zip-100, Zip-250, CD, CDRW, Floppy Disk 1.4Mb, Fire Wire or any external HD.

Other Specifications:

Must include fonts or convert to path. All picture graphics should be saved in TIFF format. If vector art is used (such as Illustrator), they may be saved as EPS. Line art must be at least 600 dpi and photos should be 170 dpi, but no higher than 300 dpi at 100% finished size. We will not be responsible for the reproduction of graphic elements that do not meet these requirements. Ad should be worked up to our specifications, size, etc. A laser printout of ad must accompany disk. A fax of the ads must come with e-mail ads.

4-Color Ads: All 4-color images should be saved as TIFF CMYK and be sized at 100%.

\$60 per hour charge for ads not received in above format.

E-Mail Ads:

Same specs as above. All files and fonts must be compressed using Bin Hex, UU Encode, Base 64, sit, sea or zipped. Pictures should be jpeg high quality format.

We must receive a fax of the ad to make sure the ad is correct as received.

E-mail address: adcopy@rgvbusiness.com.