

S P E C S

Page Size	Trim Size*
Spread	18" by 11"
Full page	9" by 11"
2/3 page vertical	4 7/8" by 9 1/4"
1/2 page horizontal	7 1/2" by 4 1/2"
1/2 page vertical	5" by 8"
1/3 page vertical	2 1/2" by 9 3/4"
Quarter page	4 1/2" by 4"
1/6 page	2 1/2" by 4 1/2"

*Allow 1/4" all around for bleed ads, type limits should be 3/8" from trim.

TRAVEL

FASHION

HEALTH

LIFESTYLE

BEAUTY

CUISINE

SPORTS

Please supply your ad to us as a **MAC formatted electronic file or on film (full-page and two-page, four-color ads only).**

Electronic Files

Media We require that all ads be submitted in digital form. There will be an additional minimum charge of \$250 for conversion of any ad material or camera-ready art to digital form. All media must be Macintosh compatible. We can accept the following forms of media: Compact Disc CD. Ads may also be received via email, however, this does not allow for a hard copy proof to be provided. **ALO HAYATI** will not be responsible for the quality of reproduction without a professional proof for reference.

Software We prefer your ad be created with Quark Xpress, Adobe Illustrator or Adobe Photoshop. Ads created with other software programs will only be accepted if readable by Quark Xpress, Adobe Illustrator or Adobe Photoshop. In Quark Xpress, delete any unused style sheets. Rename all new colors-do not use the "new color" default name! Be sure to include any special extensions required for your ad.

Images/Graphics Please include all images with your file. Images must be in CMYK mode. We prefer images to be in EPS format, however PDF, TIFF, JPEG, and CT formats may be acceptable. All photo images and graphics must be saved in high resolution; at least 300 dpi (dots per inch) for 175-lpi output. All files must be named using letters, numerals and spaces (no punctuation or miscellaneous characters).

Fonts Please include all fonts with your file. Use only PostScript fonts and include both screen and printer versions. True Type Fonts (TTF) are not acceptable. Please convert all TTF to curves/outlines before submission.

Ads outside the above specifications that require changes and special handling will be charged a minimum fee of \$250.

Electronic File Proofs Please include a hard copy color proof of your ad at full size. All four-color ads should have a professional digital proof included, such as an iris or rainbow. Color ink-jet or laser printouts are not accurate color proofs. **ALO HAYATI** will not be responsible for the quality of reproduction without professional digital color proof.

Film Only full-page and two-page, four-color ads may be submitted on film. Film requirements: color corrected film negatives to size, right reading, emulsion down at 175-line screen. Two-page spread ads should be provided as two full-page bleeds. Right and left pages should be identified. All four-color ads should have a professional match print included.

Film Proofs Professional color proofs are required for all four-color ads. Proofs must be made directly from the film provided. All proofs must adhere to U.S. sheet fed specifications. Color ink-jet or laser printouts are not accurate color proofs. **ALO HAYATI** will not be responsible for the quality of reproduction without a professional digital color proof. ■