

Ad Copy Guidelines and Submission Requirements

Camera-Ready Ads

Camera-ready advertisements are professionally designed by ad agencies or in-house marketing departments. They are built to exact specification and are ready-to-print, requiring no further manipulation by AQP's graphics staff. Since these ads are submitted as finished products, proofs back to the client are unnecessary and are not provided.

Building your own Ad

If you'll be submitting an advertisement that you built, or one created by another non-professional source, we request you provide it to us as a high-resolution (300 dpi or higher at the correct physical size of the ad) **Adobe Acrobat PDF** file. Most major art programs today can easily produce or export this type of file. Be sure any fonts used in your ad are also embedded in the **PDF** file. AQP reserves the right to substitute for any font not supplied by the client.

If you are unable to provide your ad in the above-mentioned, preferred **PDF** format, AQP is also able to accept *QuarkXpress*, *Adobe InDesign*, *Adobe Photoshop*, *Adobe Illustrator*, *Macromedia Freehand* and *Corel Draw* files. (**NOTE: Microsoft Word and Microsoft Publisher are NOT ACCEPTED!**) All images, artwork and fonts contained in your document must be sent along with it, each as a separate file. For each such font, include both the printer and screen font. PC fonts are not acceptable. AQP reserves the right to substitute for any font not supplied. Graphic artists will match the font as closely as possible (does not apply if the type has been converted to paths in an art program).

Since these ads are submitted as finished products, proofs back to the client are unnecessary and are not provided.

Submitting your Files

Any ad copy material not submitted with your contract should be forwarded to AQP no later than 7 days from date of contract, unless otherwise noted by your salesperson.

Please submit your ad copy materials using one of the following methods (in order of preference):

- **ON-LINE** — You can upload your ad file(s) to us by visiting the web site <http://webftp.aqppublishing.com>. If sending multiple files, please compress all files into one archive ZIP before uploading.
- **SNAIL MAIL** — AQP can accept your file(s) on CD-ROM or DVD-ROM. Please send them to our main office listed below, marked "Attention: Ad Copy."

If you have any questions about the information on this page, please contact our advertising coordinator at (907) 562-9300 or via e-mail at adcopy@aqppublishing.com

We'll Design an Advertisement for you

AQP offers complete, in-house advertising design and production services for your convenience, including the creation of your basic advertisement free of charge. Simply provide your business logo, contact information, and any accompanying text or photos you'd like included, according to the guidelines below. AQP's talented and experienced graphics arts staff will build an advertisement designed to drive purchasing customers to your products and/or services. You'll then receive a proof of the proposed ad for your review, editing and/or approval. If more than two rounds of editing/proofing are required, additional charges may accrue at the rate of \$75 per hour. Ad Build

Materials Requirements:

- **IMAGES** (photos, logos, etc.) — All photographic images should be saved at 300 dpi resolution or higher, in a physical size comparable to the proposed ad. Color images should be saved in CMYK color -- not RGB. JPEG and most common file formats accepted. (NOTE: Low-resolution and/or small physical size images are never acceptable for printing!)
- **ARTWORK** (clip art, logos, etc.) — Vector and line-art images should be at least 1,200 dpi.
- **PAPER** (business cards, previous ads, etc.) — High-quality paper materials can be digitally scanned and used as the basis for creating your ad. For materials not meeting this criterion, our graphic artists will use them as a visual reference for recreating the item from scratch. In these cases, there is no guarantee of exact replication.

Ad Size Specifications

	(Horizontal x Vertical)
	<u>Inches</u>
Full Page (Bleed)	8 7/8 x 11 3/8
Full Page (Live Area)	7 1/2 x 9 1/2
1/2 Page • Horizontal	7 1/2 x 4 5/8
1/4 Page • Horizontal	7 1/2 x 2 1/4
1/4 Page • Vertical	3 5/8 x 4 5/8
2 Columns x 1 Inch	7 1/2 x 1
2 Columns x 1 1/2 inches	7 1/2 x 1 1/2
1 Column x 1 Inch	3 5/8 x 1
1 Column x 2 1/4 Inches	3 5/8 x 2 1/4
1 Column x 3 Inches	3 5/8 x 3