*CityBeat* accepts display advertisements created on the Macintosh using any of the following programs: QuarkXPress 4.1, Photoshop 6.0, Freehand 8 or Adobe Illustrator 9. Any advertisement done on a different computer platform (IBM, SGI, Sun, etc.) must be provided in a Mac-compatible file format (see formats below).

Ads created in word processing programs (Word, MS Works, WordPerfect, etc.) are not appropriate or intended for document exchange and importing into publishing programs. Paper printouts or veloxes will be scanned.

At this time, files must be delivered on Macintosh formatted 100mb Zip, 1gb Jaz disks and CD-ROM or be e-mailed to your advertising representative as PDF or in the programs or formats listed below with a maximum transfer of 3mb.

Ads on disk are accepted for publication only after pre-certification by the *CityBeat* Production Department. Ads on disk must be received by 5 p.m. on Thursday, 3 working days prior to publication. Ads must be complete with correct copy, graphics and scans[†] in place, bordered to the exact dimensions of the ad size, with all fonts included, and accompanied by a *CityBeat* Digital Output Form. Designs must adhere to the standards of the publication (ask your ad rep for details).

Color matching can not be assured without a color proof. Low-end inkjet output is not considered a proof. Fiery, matchprints, splash and similar output is acceptable.

[†] Photographs may be submitted for scanning and importing by *CityBeat's* production staff if the customer provides instructions for placement, scale percentage and cropping. The use of QuarkXPress "picture boxes" are advised for showing position of graphics to be imported.

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## PROGRAMS accepted for computer-generated ads:

**QuarkXPress 4.1**\*          **Adobe Illustrator 9**\*\*          **Macromedia Freehand 8**\*\*

\*If submitting a Quark file, collect for output onto the disk & collect all screen and printer fonts.
\*\*If submitting an Illustrator or a Freehand file, convert all text to outline/paths.

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## GRAPHIC FILE FORMATS accepted for use within Acrobat Distiller, QuarkXPress 4.1, Adobe Illustrator 9, Adobe Photoshop 6.0 and Macromedia Freehand 8:

**TIFF**      **EPS**\*      **PDF**\*\*

\*EPS files MUST include fonts used with the file or all text must be converted to outline to be accepted.
\*\*Only PDFs made in Distiller are accepted (no Photoshop, Illustrator or Pagemaker -made PDFs).
  Do not use TrueType or Multiple Master fonts (unless they have been converted to outline).
  • We can currently only accept Distiller 3 - If you have Distiller 4 or Acrobat 5, please save down to Distiller 3 •

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## MISCELLANEOUS:

| | |
|---|---|
| SCREEN/TINTS: | 100 line screen, minimum 10% shade |
| DISKS ACCEPTED: | 100mb Zip disks,  1gb Jaz disks,  CD-ROM |
| COLOR/GREYSCALE IMAGES: | Please convert all images (including embedded) to CMYK for 4-Color ads; likewise, all Black & Whites ads should be stripped of ANY color images |

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## PLEASE INCLUDE WITH YOUR DISK:

| | |
|---|---|
| CITYBEAT OUTPUT FORM: | All ads-on-disk must be accompanied by a complete form. |
| PROOF PRINTOUT: | Such as a laser proof or an exact representation of your ad. Color proofs must be provided to ensure color accuracy. |
| DISKETTE LABEL: | Label your disk with ADVERTISER NAME, ISSUE DATE(S) and CONTACT NAME and NUMBER . |

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## DEADLINE:

Ads on disk must be received by 5 p.m. on THURSDAY, 3 working days prior to publication.

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## TRADITIONAL SPECS:

RESOLUTION: 1200/1270 dpi   •   LINE SCREEN: 100
FORMAT: Negative   •   EMULSION: R R E Down (Right Reading Emulsion Down)                    04/02

# Cincinnati City*Beat* Digital Output Form

**SALES REP:** _____
**AD SIZE:** _____
**ISSUE DATE:** _____

## CLIENT INFORMATION

Contact Person: _____

Company: _____

Address: _____

City: _____State: _____Zip: _____

Office Phone: _____

Home Phone: _____

## TYPE OF DISK

❏ 100mb Zip disk     ❏ 1gb Jaz disk     ❏ CD-ROM

❏ e-mailed - no disk return

## RETURNING DISK

❏ Hold for pick-up       ❏ Call when complete

❏ Deliver:

Address: _____

City: _____State: _____Zip: _____

## PROGRAM     Version

❏ QuarkXPress     ___.___

❏ Adobe Illustrator     ___.___

❏ Freehand     ___.___

❏ Photoshop     ___.___

❏ Acrobat Distiller     (3 ONLY)

## FILE NAME

_____

## FONTS USED

(Must be included on disk - If NOT INCLUDED, we reserve the right to substitute fonts)

_____

_____

_____

## GRAPHIC FILE FORMAT

❏ TIFF     ❏ EPS     ❏ PDF

## ARE YOU USING COLOR SEPARATION PLATES?

❏ Yes       ❏ No

❏ CMYK

❏ Spot: _____ ❏ Spot: _____

## OUTPUT SPECIFICATION

❏ Output all pages

❏ Output page(s)_____to_____

## DID YOU INCLUDE A PROOF PRINTOUT WITH YOUR DISK?

❏ Yes       ❏ No

## SPECIAL INSTRUCTIONS:

_____

_____

_____

_____

_____

For additional information on these specifications, technical or graphic restrictions,
please call your account executive at (513) 665-4700.