

### Electronic File Specifications

We are a Macintosh environment. We work in Quark Xpress, importing Photoshop eps & tiffs. We cannot access any Windows/Microsoft platforms.

### File Compatibility

Supported Applications:  
 QuarkXpress - 3.31 or later  
 Photoshop 3.0 or later

### Fonts

- (1) Both screen fonts (suitcases) and printer fonts are required for quality output. If fonts are not supplied or incompatible, we reserve the right to substitute a similar font of our choice.
- (2) Be sure to include fonts in graphics, logos and eps files.
- (3) Do not use true type fonts.
- (4) Do not use font menu style attributes. Select the specific font from the font menu.
- (5) Reversed type smaller than 8 point (or type with hairline serifs or detail) should not be used.

### Electronic Media

We accept CD's, Zip's (Mac or PC formatted) and e-mail (see requirements under E-mail Ads).

### Input Requirements

All media must be labeled with the following information:

- (1) The job name, size and date running
- (2) The contact person and a phone number where they can be reached
- (3) The company name and address

Use descriptive names for files for easier identification.

### Proofs

Laser proofs must accompany all ads submitted, color proofs are preferred but please note with all color printers, colors will vary. E-mail users must fax proofs at time of transmission.

### Linked Graphics

Only high-resolution scans will output to film correctly, and print with quality results. All graphics must be included. Vector graphics must be saved in eps format, and all type must be turned to outlines (required).

- (1) Halftone scans should be created at **300 dpi** in **CYMK** only and saved as eps or tiff formats. **No Picts, jpegs, or other "web resolution" images** will be accepted.
- (2) Line or bitmap scans should be created at 300 dpi and saved as eps or tiff formats.
- (3) Scans and graphics should be sized within 10% of the finished (printed) size.

### Color

All ads in the Valley Values publication are in process color.

- (1) All spot colors are to be made of process colors (CYMK)
- (2) All Pantone spot colors must be turned to process colors (CYMK)
- (3) All color scans/bitmaps must be converted to CMYK

### Design & Layout Service:

Ads published in Valley Values will be built at no charge; however, in order to meet printing and postal delivery deadlines, proofs are provided for minor corrections (misspellings, price changes, sales dates). Design and/or layout revisions will be charged \$75 per hour, a \$50 minimum.

### Request for PDF's:

Full page \$100 charge\*  
 1/2-1/3 \$75 charge\*  
 1/4-1/8 \$50 charge\*

\*Payment due prior to delivery

**Maximum size for  
 preprinted inserts is 11" x 9.375"  
 Larger pieces must be folded.**

### email Ads

Send ad file as an attachment to the email. Ads submitted email must contain the account name and phone number, ad size and run date(s). The email address will be supplied by your Valley Values sales rep. email users must fax proofs at time of transmission.

### File Compression for email

All ads must be compressed using PhotoShop for the Web or Stuffit Expander. Stuffit software is available for downloading at [www.aladdinsys.com](http://www.aladdinsys.com).

### email Photos

Photos submitted via email must contain the name of your sales rep., account name, phone number and run date with description of contents.

### email Addresses

Please ask your sales rep. which email address you will be sending to and remember to fax a proof at time of email.

**valleyvaluesink@sbcglobal.net**  
**Phone: (209) 723-8258**  
**Fax: (209) 354-1023**

Should you require additional information, please do not hesitate to contact us at the above corresponding numbers. email ads cannot be revised by Valley Values and client will not be sent a final proof before printing. If ad cannot be delivered electronically following the above guidelines, it is suggested that the files be delivered on CD or Zip by overnight courier. Zip cartridges will be returned regular mail if address is included. CD's will not be returned.

### Ad Sizes

**Page Dimensions 7.25" x 9.75"**  
**Margins .25", .25", .25", .25"**

<b>Front Cover Full</b>	<b>6.75" x 7.15"</b>
<b>Front Cover Half</b>	<b>6.75" x 3.5"</b>
<b>Back Cover Full</b>	<b>6.75" x 7"</b>
<b>Full page</b>	<b>6.75" x 8.75"</b>
<b>1/2 page V</b>	<b>3.25" x 8.75"</b>
<b>1/2 page H</b>	<b>6.75" x 4.25"</b>
<b>1/4 page V</b>	<b>3.25" x 4.25"</b>
<b>1/4 page H</b>	<b>6.75" x 2"</b>
<b>1/8 page H</b>	<b>3.25" x 2"</b>