

Name \_\_\_\_\_

Phone Number \_\_\_\_\_

Company \_\_\_\_\_

Fax Number \_\_\_\_\_

E-Mail \_\_\_\_\_

Month Issue Ad to Appear \_\_\_\_\_

**Please enclose a completed form with submission of artwork.**

The *Prepared Foods* Art Department is Macintosh-based, utilizing Adobe InDesign, QuarkXPress, Adobe Photoshop & Adobe Illustrator. BNP Media maintains licenses for the most current versions of all programs listed

To ensure the best quality output of your ad, and speedier processing, please check off the following areas to indicate that you've read and understood our requirements:

## PAGE LAYOUT

- \_\_\_ QuarkXPress or InDesign used for ad layout.
- \_\_\_ Page size correct: Full Page trim size is 7 7/8" x 10 1/2". For bleeds, allow a minimum of 1/8 on all edges (8 1/8" x 10 3/4"). Text and critical images must be 1/4" away from (inside) the trim edge on all four sides of the ad.
- \_\_\_ All font files included: All necessary screen and printer Postscript fonts (Type 1) are enclosed. If both the screen and printer fonts are not included, *Prepared Foods* reserves the right to replace the missing fonts with closest matching fonts we have.
- \_\_\_ All placed images included (original Illustrator/Photoshop files that have been used in the Quark/InDesign document).

## IMAGES

- \_\_\_ Photoshop files have been saved as CMYK, TIFF format. (No LZW or JPEG compression.)
- \_\_\_ Artwork/images are 300 dpi (150 line screen) at actual placed size or a bit larger. (Please keep image size close to 100%, avoid scaling images more than 115%.)
- \_\_\_ Illustrator files saved as Illustrator EPS format.
- \_\_\_ Convert text to outlines in Illustrator images.
- \_\_\_ When trapping Illustrator images, set stroke to .005" overprint.
- \_\_\_ Set black to overprint in Illustrator images, includes blacks with CMYK.
- \_\_\_ All Pantone colors have been converted to process color (CMYK) unless contracted to run PMS ink.

## PDFs

You may supply your ad as a PDF, as long as the original Quark/InDesign document, with the fonts and images, is sent along with the PDF. If supplying a PDF, please be aware that the art department may not be able to correct any embedded problems relating to fonts, graphics and layout. Please make sure all proper fonts and graphics are embedded by using the checklist here.

## SENDING MATERIALS

### MAIL

Send completed artwork to:

*Prepared Foods*

Attn: Nann Barkiewicz, Production Manager  
2401 W. Big Beaver, Suite 700  
Troy, MI 48084

Phone: (248) 244-6431

Fax: (248) 244-2081

E-mail: barkiewiczn@bnpmedia.com (files 2 MB and below)

### FTP

Files may be uploaded to *Prepared Foods*'s FTP site:

<http://upload.bnpmedia.com> (follow onscreen instructions). Files being FTP'd must have file names including "PF," the issue month and the advertiser name. FTP'd files should be followed by a separate e-mail to Nann Barkiewicz stating the ad artwork has been FTP'd. Please use Transmit and compress files before sending.

### E-MAIL

Files 2 MB and below may be e-mailed to Nann Barkiewicz at barkiewiczn@bnpmedia.com. In the email's subject header, please include "PF," the issue month, the advertiser name and the ad size. Large files may not transmit successfully via e-mail.

### MISCELLANEOUS

- \_\_\_ Files have been saved on one of the following types of media:  
\_\_\_ Iomega Zip 100 Mb    \_\_\_ Compact Disc
- \_\_\_ If ad is black and white, a laser hard copy is enclosed.
- \_\_\_ If ad is color, color proof of actual ad file submitted is enclosed. I understand that a Kodak-approved proof is the most accurate. Fuji Pictros or IRIS proofs are also acceptable. Most color inkjet or laser printers do not provide accurate color. Only SWOP-standard proofs, such as a Kodak or Fuji, reflect true color.
- \_\_\_ Color proof is not enclosed. Color Proof Waiver: I understand that there are color variations when reproducing electronic ads. Since I did not provide *Prepared Foods*/BNP Media with a SWOP-standard color proof, I will not hold them or their vendors responsible for accurate color reproduction.

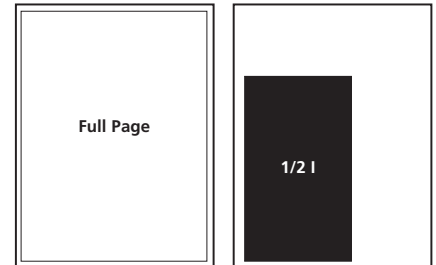
Signature \_\_\_\_\_

Date \_\_\_\_\_

# AD DIMENSIONS

## Full Page Size Dimensions (Width x Height)

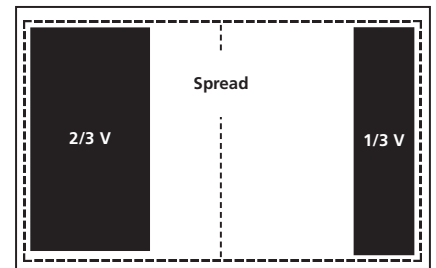
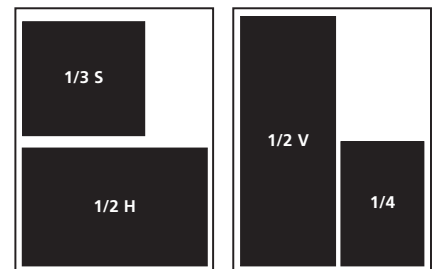
Spread Bleed:	16" W x 10 <sup>3</sup> / <sub>4</sub> " H
Spread Live Area:	14" W x 10" H
Full Page Trim Size:	7 <sup>7</sup> / <sub>8</sub> " W x 10 <sup>1</sup> / <sub>2</sub> " H
Full Page Bleed:	8 <sup>1</sup> / <sub>8</sub> " W x 10 <sup>3</sup> / <sub>4</sub> " H
Full Page Live Area:	7" W x 10" H



## Fractional Page Size Dimensions (Width x Height)

Fractional ads (ads smaller than a full page) do not bleed.

2/3 Page Vertical:	4 <sup>1</sup> / <sub>2</sub> " W x 10" H
1/2 Page Horizontal:	7" W x 4 <sup>5</sup> / <sub>8</sub> " H
1/2 Page Vertical:	3 <sup>3</sup> / <sub>8</sub> " W x 10" H
1/2 Page Island:	4 <sup>1</sup> / <sub>2</sub> " W x 7 <sup>1</sup> / <sub>2</sub> " H
1/3 Page Vertical:	2 <sup>1</sup> / <sub>8</sub> " W x 10" H
1/3 Page Square:	4 <sup>1</sup> / <sub>2</sub> " W x 4 <sup>5</sup> / <sub>8</sub> " H
1/3 Page Horizontal:	7" W x 3 <sup>1</sup> / <sub>8</sub> " H
1/4 Page:	3 <sup>3</sup> / <sub>8</sub> " W x 4 <sup>5</sup> / <sub>8</sub> " H



**Ad text and images should be no less than 1/4" in from the trim size. Bleeds should extend at least 1/8" beyond the trim size.**

**Ads smaller than full-page do not bleed.**

### Ad production contact information:

*Prepared Foods*

Attn: Nann Barkiewicz, Production Manager  
2401 W. Big Beaver, Suite 700  
Troy, MI 48084  
Phone: (248) 244-6431  
Fax: (248) 244-2081  
E-mail: barkiewiczn@bnpmedia.com

**PREPARED  
FOODS**