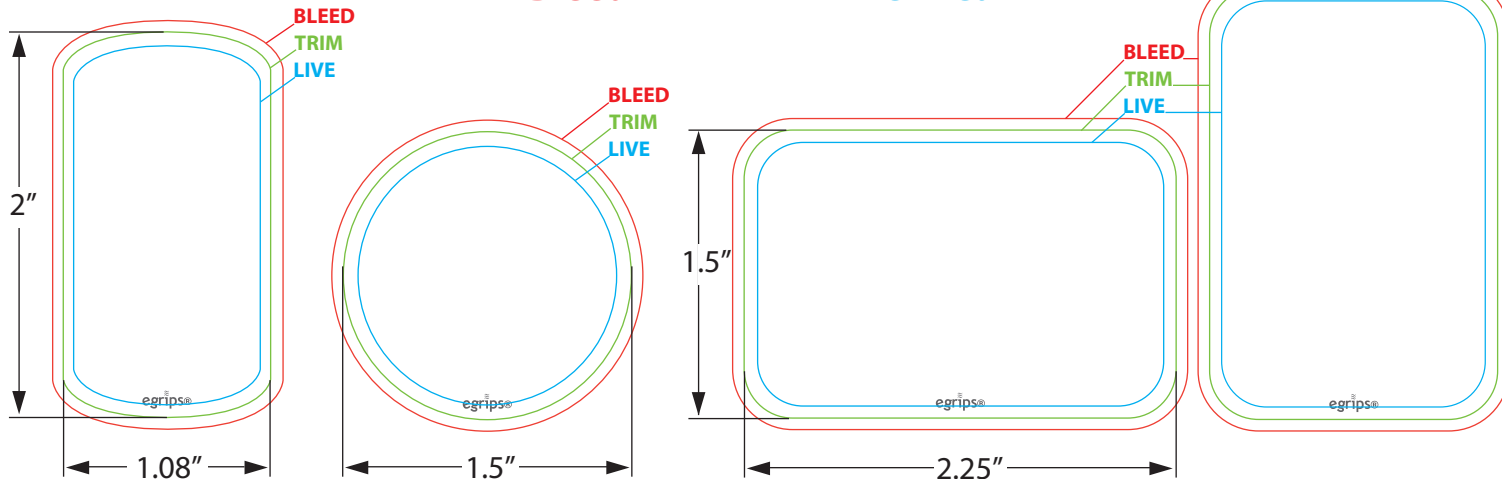


All artwork must go out to the **Bleed** line for proper print. Unless the background is white.

Artwork (mainly text and logos) need to be off of the trim line at all times, please keep everything like text and logos within the **live area**, other images may bleed off the page

Bleed - Trim - Live Area



1.08" x 2" Strip - Regular

1.5" Circle

1.5 x 2.25" Strip - Larger rectangle

Additional fees apply

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Grip Production Specifications:

- Your grip may be positioned vertical or horizontal.
- Type size should be no smaller than 6 point in size.
- Grip printing will be digital 4 color process (CMYK) on an HP Indigo press
- Spot and additional PMS colors are not available.
- Please follow template for bleed, trim and live area.

Electronic File Specifications:

- All files **MUST** be submitted as vector based .eps, .ai or .pdf files, Adobe Illustrator CS3 compatible in CMYK format or high resolution bitmap formats such as .tif, .psd or Photoshop .eps files at a **MINIMUM** of 300 dpi.
- Use Type 1 PostScript fonts **ONLY**. Include the screen font (font suitcase or bitmap font) and all PostScript printer fonts for all typefaces used in your document and any linked artwork. Do **NOT** use TrueType fonts. Supply all fonts used, including those that may be embedded in imported graphics. If Type 1 fonts are not available, convert all type to curves to preserve file appearance.
- **THE RESOLUTION OF SCANNED IMAGES IS CRITICAL FOR REPRODUCTION.** **MINIMUM** resolution for photographs is 300 dpi AT 100% SIZE. **MINIMUM** resolution for line art scans is 1200 dpi AT 100% SIZE.
- Uneditable PostScript files, such as Quark EPS, cannot be accepted. No PostScript files are accepted unless they are created as EPS files in programs such as Illustrator, Freehand or Photoshop.
- Submit along with the file: all typefaces in PC format, all imported graphic files, all high-resolution scans.
- For verification of the final output of your ad, include a printout or proof as a guide for color matching and breakdown or an uneditable Adobe Acrobat PDF, .gif or .jpg file for reference.