

Ad creation

If your ad will be produced by our art department, we welcome any sketches, ideas or instructions as guidance. Submit these along with any or all of the following:

- **Camera-ready logo:** Crisp letterhead or business card will help if we must recreate it for you (Fees may apply).
- **Images:** Original photos, transparencies, slides or digital files. All digital files must be submitted at a minimum of 300 pixels/inch.
- **Text:** Any text to be included in the ad: Address, phone number, website address, bullet points, etc.

Brochures or previously composed ads will also assist us.

Upon completion of the initial design, we will supply a proof in PDF format for your approval. If changes are needed, an updated proof will be supplied.

Ad submission

High resolution, print-ready PDF files with fonts embedded are the preferred format. We will also accept your ad in the following formats (Mac format only): Adobe Photoshop, Adobe Illustrator, Adobe InDesign or QuarkXpress up to v. 6.0.

If submitting digital ad files:

- Include all fonts; Adobe Type 1 or OpenType fonts are preferred. You may also convert text to outlines.
- Include all linked images. Placed images must be saved at a minimum of 300 pixels/inch as TIF or EPS files, and should be in CMYK or Grayscale mode.
- **Photos taken from the Internet (72 dpi JPEGs or GIFs) will NOT be accepted.**

All ads are full process color unless otherwise specified by the advertiser. All electronic documents must be accompanied by a color (if necessary) proof of the ad. Without a proof and files submitted exactly to our specifications, we are not responsible for any problems with the ad. Ads that do not conform to the above standards, and must be modified, may be subject to additional charges, up to full production rates.

Digital file delivery

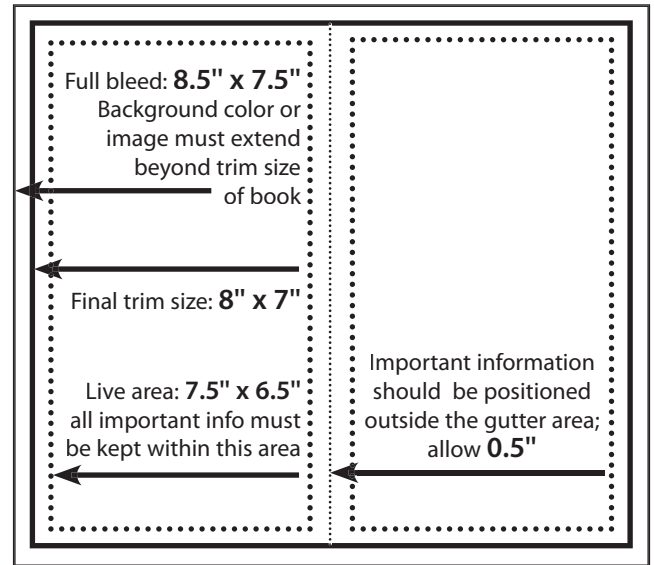
We will accept your digital materials in CD-ROM, DVD or 100 mb Zip cartridge. Alternatively, you may upload materials to our FTP site using either an Internet browser or FTP client software such as Fetch or Transmit.

The link to our FTP site is ftp://pwg_proofspub:ewx551@ftp.pwg.com
Drag and drop files into the appropriate city/market folder within the 'guest' folder.

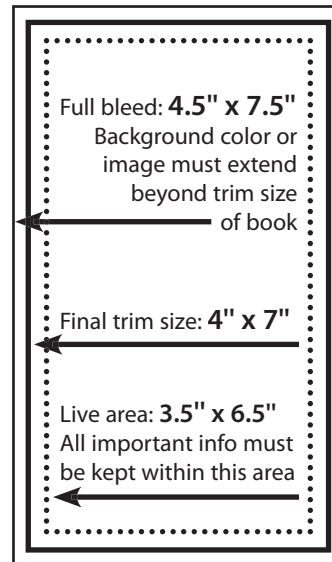
If using FTP software, type in the following:

address: [ftp.pwg.com](ftp://pwg_proofspub:ewx551@ftp.pwg.com)
username: pwg_proofspub
password: ewx551

DOUBLE PAGE



FULL PAGE



Half Page
3" x 3"

Quarter Page
3" x 1.5"

Contact your account executive once your file(s) is ready for retrieval. Provide the *exact* file name(s) we will need to download.

Name files in an obvious manner, such as company name. For example: Cincinnati PWG – XYZ Florist ad. Be as specific as possible in your file naming. Do not use special characters (% \$ ^ * # ! @ ? ' & ") or spaces in the file name.

If you have any questions, contact your account executive, or our art department at (888) 22-BRIDE, ext.116