

1) WE ACCEPT:

- E-Mail attachments (Under 8 MB)
- CD Roms

We do not have an ftp site, but you can use www.yousendit.com to get large files to us

2) WHERE TO SEND:

Mail To: NETHERCOTT PRESS INC.

595 Henry Street
Woodstock, ON N4S 1X8

E-Mail: nethercottpress@execulink.com

Phone: (519) 537-3082

Fax: (519) 537-7253

3) TO SPEED UP YOUR ORDER:

Please send:

- Purchase order or written specs on the job
 - All files and supports including fonts
 - Printed hard copy or pdf
 - Inform us of file name and size
- NEVER** send original or only disks, as they may be damaged in transit. Please send us a copy of the final version of your files.

4) THE BASICS:

FOR DOCUMENTS SEND:

- All Program Files.
 - All Linked image files.
 - All fonts used in document and in linked art files.
 - Full colour hard copy.
- (Please fax or send a pdf if order is emailed)

5) WHAT TO SEND: *Please Note we run a*

Macintosh based system. *If you have the PC version of these applications, the fonts are **NOT** useable on the Mac and we will need to substitute equivalent Mac fonts. Contact your service - rep for more information.*

Pdf files:

- Please supply pdf's at a high resolution (300 dpi).

5) WHAT TO SEND: **continued ...**

*Please Note we run a **Macintosh based system** see previous side of page for instructions:*

Quark Xpress:

- Layout file(s) .qxd
- All image files (.tif; .eps)
- All printer & screen or True type fonts (include all styles used - regular, bold, italic etc.)
- Printed hard copy or .pdf

Corel Draw:

- Export as illustrator for Mac, convert text to curves and turn on "simulate complex filled curves"
- Printed hard copy or .pdf

Adobe Illustrator / Freehand:

- Save as .eps
- Include any placed images
- Use CMYK or Pantone spot colours
- Create outlines on all text or send fonts used **(ONLY IF MAC VERSION)**

Adobe Photoshop:

- Save as .tif or .eps
- .jpeg file formats WILL require adjustment for proper output.
- Scan original for output size at 300 dpi for colour or grayscale 600 - 1200 dpi for black and white bitmaps

Microsoft Word:

- Word documents may require us to contact you!

6) Ad Sizes:

- Full Page Ads - 8 1/2" x 11" - 300 dpi
Please allow 1/8" on all 4 sides for a bleed. Please keep image 1/4" away from the trim size
- Half Page Ads - 5 1/2" x 8 1/2" - 300 dpi
Please allow 1/8" on all 4 sides for a bleed. Please keep image 1/4" away from the trim size

PLEASE NOTE CHANGES RELATED TO SUBMISSIONS BY ADVERTISERS.

We are not liable for mistakes or omissions without final approval from the Advertisers. Proofs will be sent for approval upon request, but only before the deadline. Any changes such as artwork, layout, typesetting and colour changes will be invoiced directly to the Advertiser or the Advertising Agency. Cost will be based on an hourly rate. Changes made after the deadline may or may not be corrected before your ad goes to press.

If you are unsure of our ad specs please call (519) 537-3082 or visit www.otda.ca Ontario Tire Dealers website for direct link for advertising requirements.

Your cooperation is greatly appreciated.