

Please read and follow this checklist carefully

The following guidelines and specifications will ensure the highest quality reproduction of your advertising.

Please send a printout or fax of what the ad should look like to your ad representative.

Accepted file formats

Final advertising supplied material should be (in order of preference):

- (1) an Illustrator CS2 (or lower) EPS file with all fonts converted to outlines and all images embedded;
- (3) a certified PDF/x 1a file or high resolution press-ready PDF (with outlined or embedded fonts and embedded images);
- (6) Microsoft Word files which contain text/copy only (no photos/logos)

Please: If you are not confident you are sending a file correctly, please call your ad representative for clarification.

Points to remember:

- Convert all fonts to paths (save as curves or outlines).
- Text and/or entire ads should not be created and saved in any pixel/bitmap-based program like Photoshop. It will not be sharp when printed.
- We can not accept TTF (True Type Fonts) or PC Fonts.
- Use TIFF, EPS or JPEG for photos. GIF and PICTs are not appropriate for print. Make sure any image you send has appropriate PPI (Pixels Per Inch). At 100% the image must be **200 PPI** (sometimes called DPI for Dots Per Inch). Anything pulled off a Web-site will be 72 PPI and is poor quality and will not print well.
- All screens (even for colour) should be a minimum of 15%.
- If your ad is 4-Colour (Process) all colours must be converted to CMYK and a colour proof supplied.

File formats not accepted

PDFs (unless properly prepared), Publisher, CorelDraw, Powerpoint, WordPerfect

Ad Sizes

Ad type	Width (Inches)	Depth (Inches)
1 Full page	10-1/4"	15"
2 16 block	10-1/4"	12"
3 12 block	10-1/4"	9"
4 10 block	5"	15"
5 8 block horizontal	10-1/4"	6"
6 8 block vertical	5"	12"
7 6 block horizontal	7-5/8"	6"
8 6 block vertical	5"	9"
9 4 block square	5"	6"
10 4 block horizontal	10-1/4"	3"
11 4 block vertical	2-1/2"	12"
12 3 block horizontal	7-5/8"	3"
13 3 block vertical	2-1/2"	9"
14 2 block horizontal	5"	3"
15 2 block vertical	2-1/2"	6"
16 1 block	2-1/2"	3"
17 Demi-tab vertical	7-1/2"	10-1/4"
18 Cover banner	7-5/16"	1-3/16"

linescreen: 100 lines per inch

Sending material

e-mailed ads

To: (your_rep)@biv.com

Subject: WI/Your Company Name

Send your files as a single Stuffit or Zipped file attached to your e-mail message. Include a contact name and number in the body of the message. Let us know what you are sending: what program it was created in, and in what format.

Please phone your sales representative directly with specific instructions or requests. Don't forget to fax a copy of the ad. Do not e-mail files over 3 megs. They may not go through.

FTP

Use our FTP server to transfer files larger than 3 megs. Our ftp address is: **ftp.biv.com**, path is **BIVMG/WESTERNINVESTOR**. Use **bivguest** as both your user name and password. Upload a single Stuffit or Zip file using your name as the filename. Please advise your sales rep that you have sent the file. If you're using Internet Explorer to upload your file type: **ftp://bivguest@ftp.biv.com/BIVMG/WESTERNINVESTOR** in the address bar and drag your file to the window. The password is still **bivguest**.