



November 19, 2008
COVD PUBLICATIONS AD GUIDELINES

VISIONS Newsletter

1/4 BW horizontal 7.5 x 2.5
1/4 BW vertical, 3.25 x 4.25
1/8 BW horizontal, 7.5 x 1.25
1/8 BW vertical, 3.25 x 2.125

OVD JOURNAL

Full page, 4-color bleed 8.75 x 11.25
Full page, inside BW: 7 x 9.375
1/2 Page Horizontal: 7 x 4.75
1/2 Page Vertical: 3.375 x 9.375
1/4 Page Horizontal: 7 x 2.375
1/4 Page Vertical: 3.375 x 4.875

AD SUBMISSION

PDF Format is preferred for ads.

PDF's should be created with Acrobat Distiller using the Press Quality job option.

Do not use PDF Writer to create a PDF. The file will not be usable for printing.

All fonts must be embedded.

File settings from page layout programs should be 2400dpi and 100 linescreen.

4-Color ads should be created as composite CMYK with all spot colors converted to process. RGB files (including PLACED IMAGES) must be converted to CMYK before creating the PDF.

We cannot use any ads in print that are in RGB color space. If conversion to CMYK is beyond your capability, please notify COVD graphic design team at time of submission. Contact information included in this document.

DO NOT INCLUDE: OPI tags, ICC profiles or transparency when creating PDFs. Copy will be lost during the production process.

COVD Graphic Design Team:
Averill & Associates Creative Lab, Inc.
Mary B. Averill, President
PH+FX: 440.543.0382 Cell: 216.401.0850
EM: mary@averillassociates.com;
sally@averillassociates.com

To upload your artwork on line:

FTP Browser Access
Point your browser to <ftp://76.163.24.9>

A "Login As" window should pop up at this point. If it doesn't, go to your "file" pull-down, "login as".

User Name: user1
Password: transfer1
Click "Login".

At this point you should see the COVD folder. Dbl-click on it, you will see more folders. Dbl-click on the appropriate folder for your needs, then simply drag and drop your file(s) to this folder.

For Mac or PC FTP client software access:
Location: 76.163.24.9
Username: user1
Password: transfer1
To download free FTP client software:
Cyberduck or Mac: <http://cyberduck.ch/>
FileZilla for PC: <http://filezilla-project.org/>