

## Digital Advertising Electronic Checklist

To receive a **discount** on your advertising, **all** of the following must be satisfied:

**1). Your ad must be created in one of the following programs:**

InDesign CS2     QuarkXpress 7     Illustrator CS2     PhotoShop CS2

Also accepted: Older versions of the above programs (lower number).

Not accepted: Corel Draw, Microsoft Publisher, Paintbrush Pro, Power Point, Print Shop or any files created with word processing programs like Microsoft Word or Corel WordPerfect.

Check one box above and initial here \_\_\_\_\_

**2). Only the following file types, (extensions to file names) will be accepted:**

.ai     .eps     .pdf     .jpg (300dpi)     .indd     .qxd     .tif (300dpi)

Not accepted: .gif file extensions. E-mailed files must not be larger than 2 megabyte.

Call Dorothy at 412.824.7844 for information about using .zip (compressed files) or FTP site for larger files.

Check box(es) and initial here \_\_\_\_\_

**3). Whether you save your ad to disk or e-mail, include all font libraries used in your text, all graphics, (including logos) and quality photographs.**

Is everything complete? If so, check the approved media below and initial here \_\_\_\_\_

3.5" Floppy     CD     ZIP Disk     E-Mail     FTP site

**4). The following is also required for discounted digitally perfect advertising:**

A. Enclose a printed "hard copy" of your ad, the disk media & this initialed checklist, **~OR~**

B. If e-mailing your ad, fax a "hard copy" & this initialed checklist to:

Fax No. **412.824.1208**

Attn: Art Dept./Dorothy

E-mail: [dmcdesign@verizon.net](mailto:dmcdesign@verizon.net)

Subject: Ad for *USC TODAY*

(IN ADDITION, fax a "hard copy" to UPPER ST. CLAIR TODAY, attn: **Colleen DeMarco 412.851.2592**

C. Please complete all information below. (Phone no. of ad artist/creator is necessary.)

D. Photographs should be scanned at a resolution of 300 dpi., line art at 1000 dpi.

Okay? Initial here \_\_\_\_\_

**Did you initial all four lines above and check your file program, format and media?**

Name of Ad \_\_\_\_\_ Date \_\_\_\_\_

Contact Person \_\_\_\_\_ Contact Phone \_\_\_\_\_

Artist/Creator \_\_\_\_\_ Artist Phone \_\_\_\_\_

Address \_\_\_\_\_ Email \_\_\_\_\_