

**CATALOGUE AD SPECIFICATIONS FOR ADVERTISERS**  
**THE LOS ANGELES ANTIQUES SHOW**  
**A benefit for P.S. ARTS**  
**April 21 – 25, 2010**

**MATERIAL SPECIFICATIONS**

Please review our advertising specifications that are listed below.

**AD SUBMISSION DEADLINE**

**Friday, March 26<sup>th</sup> at 5pm PST**

- **Late ads will not be accepted. If a finalized ad is not received by the deadline, a generic ad will be created on your behalf.**
- **If you would like to use the artwork included in last year's catalogue again this year, please indicate on the attached Catalogue Advertiser's Form. Please note that failure to notify the wish to use last year's artwork by the deadline will result in a generic ad.**

**AD SIZE SPECIFICATIONS**

Please build document to ad size below. The trim size (page size) is 8.5" x 11"

- Full Page Ad.....7.5" x 10"
- Full Page Bleed Ad.... 8.75" x 11.25"  
(The Bleed ad will be placed centered on the page. The live text safety area is 1/8" from trim size per side. Please do not place text or images outside of the safety area.)
- Half Page **Horizontal**.....7.5" x 4.75"

**ACCEPTABLE AD FILE FORMAT**

All digital material should be in CMYK color mode (no Pantone or RGB)

- Flattened Tiff, EPS, or JPG at 300 dpi at actual size
- Vector file – Illustrator EPS – include imported art and outline all fonts.
- PDF – Press quality with fonts embedded or outlined.
  - *No QuarkXpress, InDesign or Layered Photoshop documents accepted. Please export as one of the above-mentioned format before submitting. All fonts must be embedded or outlined. **DO NOT send ads created in PowerPoint or Word.***
  - If digital files are not an option, camera-ready artwork is accepted at additional production charges.
  - Custom designed ad service is also available by the Catalogue designer, Whipp Design. Please contact Emma Whipple for more information regarding costs and deadlines.

**ADVERTISING MATERIAL SUBMISSION**

All ad submissions are reviewed for print specifications. Although we make every attempt to identify all errors in supplied files, the publisher shall assume no responsibility for advertiser-supplied files, which are incomplete, or files not adhering to the specifications.

- All digital materials should be furnished on a CD with following information:
  - A directory of the contents of the disk.
  - Advertiser/Company name
  - Publication and Event name
  - Agency name (when applicable)
  - Contact person name and information (person who submitted file on behalf of advertiser).
- For color reference, all 4-color ads must include a high quality color proof and all black and white ads must include a high quality B&W proof. Please note that we do not guarantee exact color accuracy in final catalogue.
- Production fee will be charged for ads not following the specifications requiring adjustments.

**CONTACT INFORMATION**

**SEND COMPLETED ADVERTISER'S FORM, PAYMENT, ALL ARTWORK AND AD PROOF TO:**

Sara Straubel at P.S. ARTS  
11965 Venice Blvd., Suite 201  
Los Angeles, CA 90066  
T: 310.586.2389 F: 310.586.1608 E: Sara.Straubel@psarts.org

**\*You will be contacted to confirm receipt of artwork and to notify you that the ad meets the necessary requirements. If you do not hear from P.S. ARTS within 24 hours, please follow up to ensure delivery and ad file accuracy.**

**CONTACT FOR AD SERVICES AND DESIGN:**

For custom design ads starting at \$200, please contact:

Emma Whipple at Whipp Design  
E: emma@whippdesign.com

\*In order to ensure delivery to Whipp Design and bypass the junk mail filtering, the **very first word** in the "Subject" line must include **BypassMe08** and then be followed by at least one blank space.