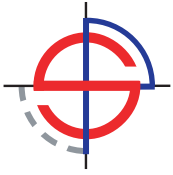


S E L E C T
p u b l i s h i n g
I N C



m a r k e t i n g
c o n s u l t i n g

SELECT
PUBLISHING
INC
MARKETING
CONSULTING
SERVICES
ART

• 6 4 1 7 •
n o r m a n d y l a n e
m a d i s o n • w i
• 5 3 7 1 9 •
p h • 6 0 8 . 2 7 7 . 5 7 8 7
f x • 6 0 8 . 2 7 7 . 9 0 2 1
• w w w •
s e l e c t p u b . c o m

SENDING ELECTRONIC ART

- 2 Page Layout files (FRONT & BACK)
(Document size for each - 5.375" x 3.55")
- EPS/TIFF Graphics at 100%
- Scanned Images must be 300 dpi
- Line art should be 600 to 1200 dpi
- Postscript Printer & Screen Fonts
- Color Print or Laser Separations

Supported Software

MAC Formats

- Quark XPress
- InDesign
- PhotoShop
- Illustrator

Accepted Media

- CD-ROM
- FTP (see below)
- E-mail (see below)

FTP • E-MAIL

Please place all files into one folder named after your company and then stuff or zip the folder.

• FTP:

HOST: selectpub.com USER ID: ftpuser PASSWORD: 12345

If you have problems connecting to the ftp site -

change your firewall preference to "passive mode"

If you still can not connect, please send us an email or call 608-277-5787 ext.111

• E-MAIL ADDRESS: kellyp@selectpub.com

- Copies of BOTH sides of the card must be faxed after file transmission to: 608-277-7948

AVOID ADDITIONAL CHARGES - READ THIS!

Trouble-shooting charges will be assessed to electronic files not prepared correctly.

Repeat advertiser's existing art will be used unless new art is received by the art deadline.

Standard Card Trim Size: 5.375" x 3.55"

Jumbo Card Trim Size: 7" x 5.375"

Standard Card "LIVE AREA" Size: 5.125" x 3.125"

Jumbo Card "LIVE AREA" Size: 6.625" x 5.125"

- **NO BLEED**
- **Electronic art is preferred**
- **Line Screen: 120 lpi**
- **Color is available on message side only.**
Reply side is black & white.

*** NOTE:** *These are the exact measurements and placement for "live" copy area, including ascenders and descenders.*

SELECT PUBLISHING ART SERVICES

Graphic design services are available. Call your representative for details.

CALL Kelly Perras At 608-277-5787 ext. 111 WITH ANY QUESTIONS