

SOUVENIR PROGRAM AD SPECIFICATIONS

ADS DUE BY JANUARY 5, 2009

Special separate pairings instruction sheet-
January 23, 2009

5.25" W x 8.25" H

Ad Sizes

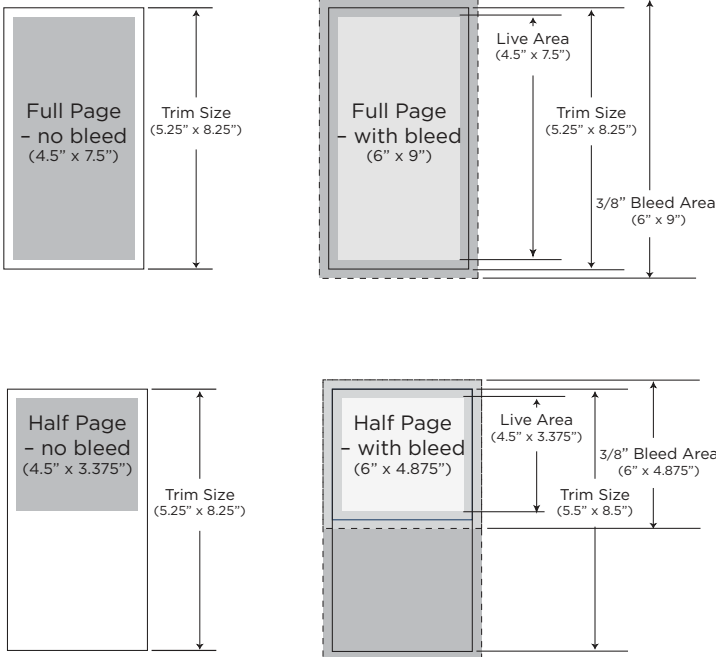
SIZE	WIDTH		HEIGHT
Full Page (no bleed):	4.5"	x	7.5"
Full Page (with bleed*):	6"	x	9"
Half Page (no bleed):	4.5"	x	3.375"
Half Page (with bleed*):	6"	x	4.875"
Full Spread/2page (no bleed):	9.75"	x	7.5"
Full Spread/2 page (with bleed*):	11.25"	x	9"

* Size includes an added 3/8" bleed to all four sides.

PLEASE NOTE: Do not place any text or logos outside of the "Live Area" of 4.5" W x 7.5" H centered. These items may be cut off due to "page creep" (thickness of booklet causes some pages to be cut longer or shorter by up to 1/4")

It is critical that all ads meet the above dimensions and specifications. Otherwise, production charges will be incurred or ad rejected if sizes are incorrect. **Please include your company name in the name of your ad file.**

Please see advertising submission instructions page for instructions on how to submit ads.



Accepted Artwork Formats

- Mac format preferred. Acceptable programs: QuarkXPress (V6.5), Adobe InDesign (CS3), Adobe Illustrator (CS3) and Adobe Photoshop (CS3)
- Compress all files by creating an archive with MacOS (.zip) or with StuffIt (.sit)
- Submit CMYK files
- Include all native files, font files (screen and printing – Adobe postscript or Open Type preferred), placed artwork and all other relevant materials

FILM AND PDF FILES ARE NOT ACCEPTED

Text and Line Art Images – Illustrator (version CS3 and lower)

- All fonts used in artwork should be provided. Otherwise outline all fonts

Pictures and Process Images

Photoshop (version CS3 and lower)

- Minimum image resolution 300 dpi/150 linescreen at 100%

TIFF, JPEG or EPS format only (**NOTE:** JPEG's must be set to quality of 10 or higher.)

Layout Programs – InDesign (version CS3 and lower) and **QuarkXPress** (version 6.5 and lower)

- All fonts used in artwork should be provided. Otherwise convert type to vector line art (outline)
- All placed artwork needs to be included

Unacceptable Artwork Formats

- Word Perfect, Microsoft Word, Works, Excel, Publisher and PowerPoint. JPEG (low resolution) and GIF image formats. No Xerox or laser copies. No PDFs or film

PAIRING GUIDE AD SPECIFICATIONS

ADS DUE BY JANUARY 23, 2009

Pairing Guide Finished Size (TRIM size)

3.75" W x 7" H

Ad Sizes

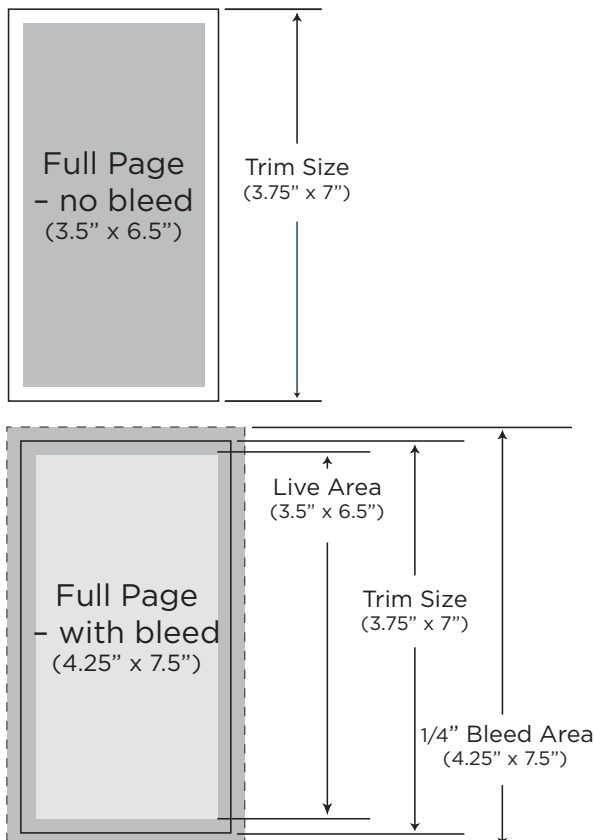
SIZE	WIDTH		HEIGHT
Full Page (no bleed):	3.25"	x	6.5"
Full Page (with bleed*):	4.25"	x	7.5"

* Size includes an added 1/4" bleed to all four sides.

PLEASE NOTE: Do not place any text or logos outside of the "Live Area" of 3.25" W x 6.5" H centered. These items may be cut off due to "page creep" (thickness of booklet causes some pages to be cut longer or shorter by up to 1/8")

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ADVERTISING SUBMISSION INSTRUCTIONS

Accepted Methods for Sending Files

- FTP internet upload
- MAC or IBM formatted DVD or CD-R disc (by mail or shipping)
- iDisk upload (for MacOS users)

How to Send Files

FTP INTERNET UPLOAD (*Preferred method of delivery*)

FTP Client Application

For uploading files via an ftp client application, such as GoLive, Transmit, FTP Client or Fetch, etc.

Address: ftp.hoagcreative.com
Username: hoagcr2%01950f7
Password: Hoagcr1@!\$
Ports: 21
Protocol: FTP

Internet Browser

Using an internet browser such as Explorer or Safari, type in the address above. Log into the site using the username and password provided above. Copy compressed files to ftp folder which will mount to your desktop.

iDISK Upload for Mac OSX Users

From "Finder", use "Go" menu and pull down to "iDISK" and choose "Connect to other users public folder". Enter "hoaghospital" (no quotes) when prompted. Copy compressed files to Public folder which will mount to your desktop

Mailing Address: (for U.S. Postal Service)

- *Enclose a hard copy of ad with your submission, crop marks included.*

Hoag Hospital Marketing & Corporate Communications
Attn: Jan Fleming
One Hoag Drive, PO Box 6100
Newport Beach, CA 92658-6100

Shipping Address: (for Fed Ex, UPS, courier, etc.)

- *Enclose a hard copy of ad with your submission, crop marks included.*

Hoag Hospital Marketing & Corporate Communications
Attn: Jan Fleming
One Hoag Drive, Bldg. 44, Suite 330
Newport Beach, CA 92663

For More Information

Contact Jan Fleming
Phone: 949/764-6973
Fax: 949/764-5820
Email: Jan.Fleming@hoaghospital.org

Please include your company name in the name of your ad file. Please include contact information in files in case of problems or questions.