







For more information, please call the graphics & production department at (760) 728-3004 or send an e-mail to Linda Costello at linda@ocdirectory.com

Ad Sizes/Specifications

Key

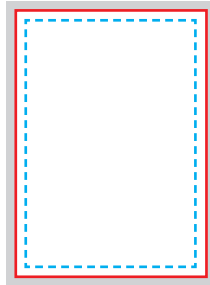
-  = Page Size
-  = Trim Size
-  = Live Area
-  = Bleed

Terms

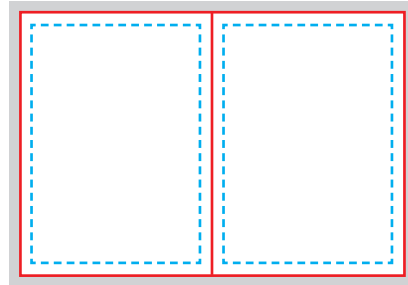
Trim Size
Trim size is the actual size of the finished ad as it will appear in the directory. Our pages are 5.5 x 8.5.

Live Area
Live area is a boundary 1/4" inside the trim of the page. Any item outside of this boundary is at risk of being cut from the page. The Publisher assumes no responsibility for items placed outside of this boundary.

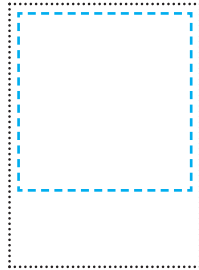
Bleed
Bleed is when color touches the edge of a page. Required bleed is 3/16" beyond the trim size. The Publisher assumes no responsibility for loss of graphics or text due to inaccurate bleed size.



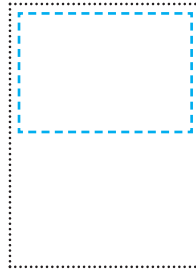
Full Page
Trim: 5.5 x 8.5
Live: 5 x 7.75
Bleed: 5.875 x 8.875



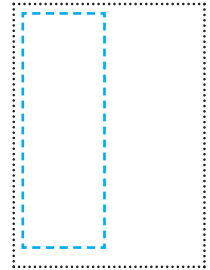
Two-Page Spread (double truck)
Trim: 11 x 8.5
Live: 5 x 7.75 (on each page)
Bleed: 11.375 x 8.875



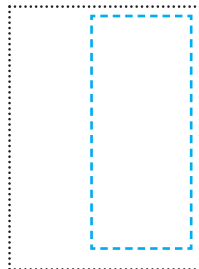
3/4 Page
Page size: 5.5 x 8.5
Live: 5 x 5.75
Bleed: Not available



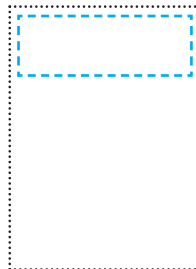
1/2 Page Horizontal
Page size: 5.5 x 8.5
Live: 5 x 3.75
Bleed: Not available



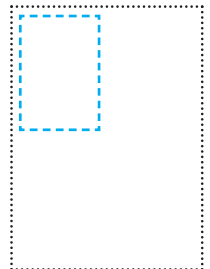
1/2 Page Vertical
Page size: 5.5 x 8.5
Live: 2.37 x 7.625
Bleed: Not available



Masthead Page (page 1)
Page size: 5.5 x 8.5
Live: 3 x 7.625
Bleed: Not available



1/4 Page Horizontal
Page size: 5.5 x 8.5
Live: 5 x 1.75
Bleed: Not available



1/4 Page Vertical
Page size: 5.5 x 8.5
Live: 2.375 x 3.75
Bleed: Not available



Orange Coast Communications

Your Community Directory Publisher
3713 Cedar Vale Way • Fallbrook, CA 92028
Phone (949) 588-8134 • Fax (760) 451-1195

ORANGE COAST COMMUNITY DIRECTORIES PRINT AD SPECIFICATIONS

General Information and Preferences

We follow SWOP print standards. Please set your color profiles to those standards.

All files should have colors set to CMYK, and with a final resolution of 300 dpi. All fonts must be embedded or outlined.

All black text should be 100% black ONLY - no CMYK black text.

Orange Coast Communications reserves the right to review and correct any submissions that do not meet this criteria.

Applications and Formats

PREFERRED FORMAT: Press Quality PDF - MUST be saved with 300 dpi images only with all fonts embedded.

Set to press/service bureau quality. Any low res PDF will not be accepted as artwork.

ADS CREATED IN THESE FORMATS WILL ALSO BE ACCEPTED:

QuarkXPress - through version 6.5. Send all associated art files and fonts.

Illustrator - Save and send as EPS file. Turn fonts into outlines.

Photoshop - TIF or layered PSD file, in CMYK color. Resolution must be no less than 300 dpi. You may also send a 300 dpi JPG file.

Please be sure ALL TEXT IS SET TO 100% BLACK. NO CMYK BLACK TEXT.

InDesign - through version CS3. Send native files or save as press quality PDF file. Turn fonts into outlines.

Fonts

Please be sure to send all necessary fonts, including printer & screen fonts if PostScript. You may exclude any native Macintosh fonts (such as Helvetica). If you are sending a Quark file not created on a Mac, please use fonts that can be substituted easily.

Do not use "pseudo" fonts. These are created by selecting a bold or italic button instead of selecting the actual bold or italic font. If you do not have a bold or italic font to select, you cannot use them! Pseudo fonts will look fine on screen and may even print fine on your printer, but when they go to press, they DO NOT work.

Colors

Please be sure ALL COLORS in the ad are CMYK colors (except black text). That includes the artwork that is used in the ad. All black text must be set to 100% - no CMYK black text. Large, solid black areas should be "rich" black: 40% cyan, 30% magenta, 30% yellow and 100% black.

Convert all Spot, RGB and PMS colors to CMYK before submitting your ad.

Image Quality

Scan or provide images at 300 dpi for 150 line screen. JPGs are OK if they are 300 dpi. For logos, we prefer vectored art (EPS file or Illustrator file). A TIF file is OK if no EPS art is available.

Images pulled or saved from the Internet are not usable for commercial printing purposes and cannot be accepted.

Final Submission

Check your submission for correct document size, and that all fonts and artwork are included. Be sure colors are all CMYK.

Bleeds must be 0.1875" on every edge.

A hard proof will ensure your ad will look its best. If you submit your ad on disk, include a hard proof.

Mail:

Orange Coast Communications
Graphics & Production Department
1569 Todos Santos Place
Fallbrook, CA 92028

E-Mail:

Collect/package multiple file pieces into one folder and send without compression.

E-mail to: linda@ocdirectory.com

Please include the name of the business in the ad in the subject line.

IF YOUR FILES ARE TOO LARGE TO E-MAIL, PLEASE INQUIRE ABOUT OUR FTP DROPBOX.

Technical Questions:

Linda Costello
(760) 728-3004
linda@ocdirectory.com

DIRECTIONS FOR SENDING ART FOR OCC TO CREATE YOUR AD

PHOTOS

We can scan your print, or you may have it scanned at 300 dpi.

Provide digital images at a high resolution. You can e-mail TIF or JPG files, as long as they are high resolution.

Images pulled or saved from the Internet and/or from a website are not usable for commercial printing purposes and cannot be accepted. No GIF files.

DRAWN ARTWORK - ILLUSTRATIONS

If you have previously created artwork, we can accept an EPS or AI file (preferred), or a high resolution TIF or JPG file.

For logos, we prefer vectored art (EPS file or Illustrator file). A TIF file is OK if no EPS art is available.

Images pulled or saved from the Internet and/or from a website are not usable for commercial printing purposes and cannot be accepted. No GIF files.

“WHAT IF I HAVE AN AD THAT WAS DONE FOR SOMEONE ELSE?”

Each publication has its own ad specifications. It is highly unlikely that an ad done elsewhere will fit into our size specifications (see page 1 for sizes). We can, however, RESIZE previously done artwork if we can get the original, “native” files that your ad was created in. We would need one of the following:

QuarkXPress - through version 6.5. Send all associated art files and fonts.

Illustrator - Save and send as EPS file. Turn fonts into outlines.

Photoshop - TIF or layered PSD file, in CMYK color. Resolution must be no less than 300 dpi. You may also send a 300 dpi JPG file.

InDesign - through version CS3. Send native files or save as press quality PDF file. Turn fonts into outlines.

A PDF OF A PREVIOUS AD usually cannot be altered to fit our sizes.

If you prefer, we can contact the original creator of your ad or logo to obtain the files needed. Please provide the name and phone number of that person or company.

PREFERRED COLORS OR THEMES

If you have preferred colors or styles, or a business card, brochure or similar ad that you would like us to follow in style, please feel free to mail it to us (or e-mail PDF of it for us to see).

Mail:

Orange Coast Communications
Graphics & Production Department
1569 Todos Santos Place
Fallbrook, CA 92028

E-Mail:

E-mail to: linda@ocdirectory.com

Technical Questions:

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