

PRINTING PRODUCTION REQUIREMENTS

Computer-Generated Digital File Guidelines

- PDF files are preferred but must be PDF X1A compliant. Transparencies must be flattened in the PDF format. For PDFs, use the settings, "PDF X1A" or "Press Quality". Files may also be furnished as ESP or TIFF.
- Color ads must have all spot color converted to process color.
- Digital images must be 300 dpi, and sized appropriately (100 percent). Line art scans should be at 1200 dpi.
- Files can be sent as e-mail attachments to: thinkup@comcast.net. Be sure to include the advertiser's name in the file name and the subject line of the e-mail so that we can identify the ad.
- Ads can also be furnished on CD or DVD. Ads must be accompanied by a proof. Send only copied files, not original files.
- Please call the Production Department with ANY production questions. 802-388-7619 or Abby at 801-877-2262.

AD PRODUCTION CHARGES:*

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|----------------------------------|----------|
| Full Page..... | \$295.00 |
| 2/3 Page..... | \$260.00 |
| 1/2, 1/3 Page..... | \$140.00 |
| 1/4, 1/5, 1/6 Page..... | \$90.00 |
| 1/8, 1/10, 1/12 Page..... | \$60.00 |
| 1/24, 1" Display Classified..... | \$50.00 |

* includes typesetting and layout/design of ad.

Additional scans: \$35.00

Additional charges will be billed at a rate of \$65/hr, with a 30-minute minimum. (advertiser's alterations beyond the second proof, custom artwork, re-sizing, reproducing ads)

BILLING: Payment is due net 30 days. A 1.5 percent finance charge will be added to the balances after 30 days and for each 30 day period overdue.

PRINT-READY DISCOUNT: A 15 percent discount will be recognized to advertisers providing *completely* print ready materials. No discount recognized if there is **ANY** additional production.

SHIPPING INSTRUCTIONS: Please ship all advertising materials to: Jim Burns, Quickstep Design, P.O. Box 685. Middlebury, VT 05753 or e-mailed to: thinkup@comcast.net

Advertising Sales Office:

Smart Communication Inc.

P.O. Box 283

Vergennes, VT 05491-0283

Phone: 802-877-2262

Fax: 802-877-2949

E-mail: Abby@GetSmartVT.com