



your story.
 your lifestyle.
 your magazine.



Ad Submission

- Digital file of the final version of the ad on a CD-ROM or DVD or via FTP.
- If we are to prepare the ad, include all art files, fonts, photos or scans used.
- Include a hard copy printout of the final version of the ad, or include a faxed printout or low-resolution JPG with your email.
- For ads in color, an acceptable digital proof is required. If no acceptable color proof is supplied, color will be run to industry standard density.



The Files

- Supply artwork as a PDF, EPS, TIFF or Mac formatted InDesign CS document.
- All fonts must be outlined.
- Bitmapped fonts in TIF files must be at 600 dpi. (Lower resolution bitmapped fonts must be reset and may incur an additional charge.)
- Provide all images at 300 dpi at print size, in CMYK color.
- Please work with all elements in CMYK color mode.
- We do NOT accept Pantone (PMS) color.
- We do NOT accept low-resolution digital images (must be 300 dpi).
- We encourage you to hire a professional photographer to get the best image quality and response to your ad.
- Include a hard copy proof with your disk, or low-resolution JPG with your email.
- Identify all advertising materials with the advertiser's name, contact person, and issue and publication in which the ad will appear.



Photos. Artwork. Scan.

- We accept and scan hardcopy images for inclusion in the ads that we prepare for you at an additional fee.
- We can scan transparencies and flat art providing the original has high enough quality for reproduction, i.e. an original 35mm slide or better.
- We do not accept photographs printed with inkjet printers.
- We do not accept out-of-focus photographs.
- Submit photographs at least twice the size they are to appear in print.
- We will attempt to correct off-color images.
- We do not scan text to appear in an ad.
- No photocopies, faxes of artwork, pencil sketches, or other such images except as guidance for image placement.

Delivery

- Dansiki Ad
 4464 Lone Tree Way #540
 Antioch CA 94531-7413
- Email: ad@dansiki.com
- FTP Instructions
 Visit us on the web for FTP instructions,
www.dansiki.com