



Ad Requirements

Black and white ad:

Complete Ready Material

- Documents & Files = Electronic Format

Material required if we are preparing the ad:

- Black and white advertisers supply electronic format (300dpi) or reproducible materials such as a velox or laser copy.

* If your ad or logo contains a grayscale, the digital format is required.

- Logos (600 dots per inch in eps or tiff file). Originals are required!
- Company profiles must be supplied camera ready; velox.
- Additional artwork if needed to complete the ad will be charged at cost.
- Every ad prepared by Jaguar will be approved by the client prior to publication

Printing Process:

- Offset Paper 80M
- Screen 133 • Color proof

Color ad:

- Color advertisers must supply electronic format (300 dpi, eps or tiff file) and color proof.

Printing Process:

- Screen 150 LPI on Glossy 120M Paper
- Dividers + Covers – Cardboard 10pts Cornwall

Bleed ad

- 8 1/2 X 11
- Trim Size 8 1/4 X 10 3/4

Softwares Used:












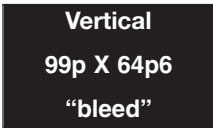

- QuarkXPress
- Illustrator & Photoshop
- Office 98

Electronic Format

- SuperDisk 120Mb (Imation) - CD-ROM & DVD
- By e-mail: jaguar@jaguar-media.com
- By FTP: www.jaguar-media.com/upload

NO FILMS ARE ACCEPTED

SIZE

<input type="checkbox"/> 1/12 (2 3/8 X 2 3/8)  14p3 X 14p3	<input type="checkbox"/> 1/6 (2 3/8 X 4 7/8)  14p3 X 29p3 DO NOT USE FOR NPS (see below)	<input type="checkbox"/> 1/4 (3 5/8 X 4 7/8)  21p9 X 29p3 Vertical	<input type="checkbox"/> 1/4 (7 1/2 X 2 3/8)  Horizontal 45p X 14p3
<input type="checkbox"/> 1/3 (2 3/8 X 10)  14p3 X 60p	<input type="checkbox"/> 1/3 (4 1/2 X 4 7/8)  27p X 29p3 Square	<input type="checkbox"/> 1/2 (3 5/8 X 10)  21p9 X 60p Vertical	<input type="checkbox"/> 1/2 (7 1/2 X 4 7/8)  Horizontal 45p X 29p3
<input type="checkbox"/> 1/2 (4 1/2 X 7 1/2)  Island 27p X 45p	<input type="checkbox"/> 2/3 (4 1/2 X 10)  Vertical 27p X 60p	<input type="checkbox"/> 1 page (7 1/2 X 10)  45p X 60p Full page	<input type="checkbox"/> 1 page (8 1/4 X 10 3/4) Trim Size 49p6 X 64p6 The ad should be 8 1/2 X 11" Including the bleed
<input type="checkbox"/> 2 pages (16 1/2 X 10 3/4)  Vertical 99p X 64p6 "bleed"	<input type="checkbox"/> NPS (2 3/8 X 4 1/2)  14p3 X 27p NEW PRODUCT SHOWCASE		