

# Electronic File Submission Form

This is a form to be filled out by the creator of the ad. Each disk or CD must have this form filled out and attached.

## THE ANN ARBOR NEWS

*Electronic File Submission form*

*PH: (734) 994-6767*

*Fax: (734) 994-6702*

If sending digital information to the Ann Arbor News, the following guidelines need to be followed to preserve the integrity of the ad.

1. ALL ELECTRONIC FILES ADS MUST HAVE A HARD COPY OUTPUT INCLUDED WITH DISK.
2. ALL FONTS used to create the ad must be included on the disk (both postscript and screen fonts). Also include fonts of any images imported from any other application.
3. All Ads must be made as process color if running in color. Images in Ad must also be made as process color. Use the NAA color coding system to create colors as per *The Ann Arbor News Electronic File Book*.
4. Deadlines are the same as "Copy for Proof", found in the Ann Arbor News Rate Card booklet.  
SCANNING PHOTOS: Resolution for photos is 200 dpi, 85 line screen. 600 dpi for line art and logos.  
*For addition information consult The Ann Arbor News Electronic File Book.*

*Please fill out the appropriate information below*

Run Date:   
Salesperson   
Client/Agency:   
Phone Contact:   
Job description:   
AD file name:   
Dimension of ad:  x

Please list additional files here.  
Or supply a screen print-out of the files listed from the disk.

<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>
<input type="text"/>

*Please fill out information - This is essential to the publication of your Ad*

Platform Ad was built on:

Macintosh

PC

Media Used

3.5 Diskette

Zip Disk

CD Rom

*Check all boxes Software Applications used to create Ad:*

Adobe Acrobat 4.0 PDF

Aldus Pagemaker up version 6.5

QuarkXpress, up to version 4.1   
(no paste board extension.)

Aldus Freehand, up to version 9.0

Adobe Illustrator, up to version 9.0

Adobe Photoshop, up to version 5.5

Flight checked by:

Flight checked Ok

Explain any problems: \_\_\_\_\_