

JB DOLLAR STRETCHER MAGAZINE 3RD PARTY / CLIENT SUPPLIED ADS...VIA E-MAIL SUBMISSION FORM

*****PLEASE READ THIS BEFORE PREPARING ANY FILES THAT WILL BE SENT TO JB DOLLAR.***** WHEN SENDING FILES TO JB DOLLAR PLEASE LOOK OVER THIS SHEET TO SEE IF YOU CAN COMPLY WITH OUR AD SUBMISSION STANDARDS.

MARKETS: (Please Check One or More Areas If Needed)

- AKRON CINCINNATI LORAIN COLUMBUS TOLEDO
 CANTON CLEVELAND DETROIT DAYTON YOUNGSTOWN

AD SIZE / LIVE AREA: THIS IS VERY IMPORTANT THAT YOU KNOW THE SIZE THAT YOU ARE SUBMITTING TO US.

- FULL PAGE: 5.69 in. x 9.5 in. HALF PAGE: 5.69 in. x 4.6 in. 2/3 PAGE: 5.69 in. x 6.1 in.
 1/4 PAGE: 2.76 in. x 4.6 in. 1/3 PAGE: 5.69 in. x 2.9 in. Prof. Section 2.8 in. x 2.1 in.

FILE FORMATS JB DOLLAR TAKES: [WE ARE A MAC BASED GRAPHICS DEPARTMENT]

We accept formats listed below only. If you send a file format not listed, we will send it back and request proper file type. (Note: late charges or removal of advertisement from book/issue could incur)

- **Press Ready PDF*** (IS HIGHLY RECOMMENDED)
- Adobe InDesign CS1 / CS3 (saved with images, fonts submitted)
- Adobe Illustrator CS1 / CS3* (saved with images, fonts submitted)
- Adobe Photoshop CS1 / CS3* (saved with layers, fonts submitted recommended)
- QuarkXpress - SAVE OUT AS PRESS READY PDF (not highly recommended)

*We can take the older file versions of these programs too.



FILE FORMATS JB DOLLAR WE DO NOT ACCEPT THE FOLLOWING FORMATS:

- Multi-Ad Creator or CorelDraw (unless in PDF format) • Word Perfect • Excel • Pagemaker • Microsoft Publisher • Powerpoint • Microsoft Word Document Files

TRIM SIZE OR BLEED:

Our trim size (magazine size) is 6.25 in. x 10.5 in. **ONLY** Full Page Ads can bleed. Color/image bleeds must extend at least a 1/4 (.25) inch beyond the trim size. **IMPORTANT: KEEP ALL TEXT AND IMAGES WITHIN THE LIVE AREA OF 5.69 IN. x 9.5 IN. (*NOTE* PAGE SIZES CAN CHANGE AT ANYTIME)**

COUPON PLACEMENT: JB Dollar can reject any ad with coupons not following JB guidelines.

Coupons can only be half of the ad size: Top Half, Bottom Half or Right Half of ad. Any questions regarding coupons please call JB Dollar Stretcher Magazine. **NO COUPONS ON LEFT SIDE!**

*****NOTE*** JB DOLLAR WILL NOT ACCEPT AN ENTIRE AD AS A COUPON...WE CAN ACCEPT THE WORDING ****MENTION THIS AD**** AS A SUBSTITUTE**

WE ONLY ACCEPT:

- **COLOR** - All colors must be in CMYK. They will be converted if not.
- **IMAGES** - All images must be CMYK or continuous tone GRAYSCALE. Digital Camera Pictures are OK as long they are LARGE enough.
 - Minimum 300 dpi or higher (bitmapped) • Minimum 300 dpi or higher (Grayscale or CMYK)
- **FONTS** - All Type 1 or Postscript fonts (screen & printer) **MUST BE SUPPLIED** or they will be substituted. **DO NOT** Bold, Italicize, Shadow, Outline or Underline type in the styles toolbox or floating palette. You must use the actual font listed in your font menu. **NO TRUETYPE or MULTIPLE MASTER FONTS** are accepted. They will be substituted.

WE DO NOT ACCEPT:

- **LOW RESOLUTION IMAGES** - All images BELOW 300 dpi (WEB SITE Pictures) are not accepted because they are not clear and they will print dark and fuzzy.
- **TRUETYPE or MULTIPLE MASTER FONTS** - Type 1 or Postscript fonts only.
- **STYLES** - Applied to type in your application menu.
- **IMAGES** - In the following formats: PICT, CT, DCS, RIFF, OPI, GIF, BMP, PCX, PNG, TARGA, IFF, PIXAR, WPX or Metafiles.
- **SPOT, RGB or PANTONE COLORS** - All images and Color Palettes must be in CMYK.

CONTACT/COMPANY NAME: _____

PHONE # IF PROBLEMS OCCUR: _____

DATE SENT: _____


NAME OF PDF/.SIT FILE(S): _____

E-mail Ads to:
jbdollarart@runbox.com
 or call **JB Dollar** at **1-800-673-2531**
 for more information on their FTP site.

PLEASE FAX THIS FORM BACK TO JB DOLLAR WITH COPY OF AD : (330) 659-6741

NO CREDIT WILL BE ISSUED FOR MISTAKES NOT CORRECTED PRIOR TO US RECEIVING SUPPLIED AD. JB Dollar Stretcher Magazine will not be held responsible for any ad changes verbally called into our office. JB Dollar Stretcher Magazine cannot be held responsible for the quality of reproducing supplied photographs that are not originals. Color proofs are not exact copies of final printed ad. JB Dollar Stretcher Magazine will not be held responsible for variations of colors.

AD IS APPROVED & CLIENT HAS SEEN THE AD _____ AD IS NOT APPROVED & CLIENT HASN'T SEEN THE AD _____

Advertiser's Signature Approval  _____ Date _____
 with your signature you are releasing the ad that you are submitting to JB DOLLAR for print.