AD West
A MULTIMEDIA COMPANY

www.adwestinc.com

Sales Person: _____

Form Faxed on: ____ / ____ / ____

Client Production Information

Business _____ Individual _____

Phone _____ Email _____

Address _____ State _____ Zip Code _____

Website _____ SEND PROOF VIA: ❑ EMAIL ❑ FAX ❑ OTHER/specify: _____

AD WEST PROOFING POLICY: All ad proofs are presumed to be correct. If there is an error, it is the responsibility of the ADVERTISER to contact the magazine within 48 hours of receipt of proof. If the advertiser does not contact the magazine within 48 hours, the ad is officially APPROVED.

Designer's error are corrected without charge.
Client additions/revisions are billed at $60/hour, one hour minimum.

❑ I have read, understood and agree to the Ad West proofing policy as stated above. _____

Issue/Year _____ Ad size _____

❑ **Client will provide ad.** Camera-ready art will be delivered to the magazine by: _____

❑ **Ad is a pickup** from: (Issue/Year/Page): _____

Changes required to **text?** ❑ No ❑ Yes Changes required to **photo?** ❑ No ❑ Yes

Changes: _____

_____

❑ **Ad West will design ad** ❑ Photographer will be assigned. Scheduled photo shot by ____ / ____ / ____

❑ Client will provide high-res photo(s) by _____

❑ Client will provide high-res logo by _____ ❑ magazine will scan/recreate logo

❑ Client will provide ad copy (text) by _____ ❑ magazine will write ad copy

Comments / Ad Text: (If additional space is needed, please continue on a separate piece of paper): _____

_____

_____

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Ad Sizes

2 page spread (16 x 10) with bleed (17.25 x 11.375) • **Full Page** (7.625 x 10) with bleed (8.625 x 11.375)
Half Page (Horizontal – 7.626 x 4.935) (Vertical – 3.748 x 10) • **Quarter Page** (3.748 x 4.935)
Sixth Page (Vertical – 2.455 x 4.935)
Publication trim size: 8.375 x 10.875 • **Live area:** 7.625 x 10
Digital Photos. . . . . 300 dpi at actual size
Preferred File Format . . . . . Press optimized pdf file with embedded fonts, 300 dpi at actual size, CMYK only.

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