

**ADVERTISEMENT SPECIFICATIONS FOR BLACK & WHITE**

**3.5" x 8.5" WHITMAN COIN AND COLLECTIBLES CONVENTIONS PROGRAMS**

Page Size: 3.5" x 8.5"

**SPECIFICATIONS**

**Page Orientation:** Portrait.

**Page Size:** 3.5 inches x 8.5 inches

**Bleed:** None

**Raster Images:** Grayscale 300 dpi

**Line Art:** Grayscale 1200 dpi

**APPLICATIONS •**

**FILE FORMATS SUPPORTED**

**Quark 5.0x, 6.0x**

Supply all screen and printer fonts.

Supply all support files • Grayscale 300 dpi •  
Line Art 1200 dpi

All Quark colors: Grayscale

**Illustrator 8.0x, 9.0x, 10.0x, 11.0x**

Supply all screen and printer fonts,  
or convert all text to outlines.

Supply all support files • Grayscale 300 dpi  
Line Art 1200 dpi

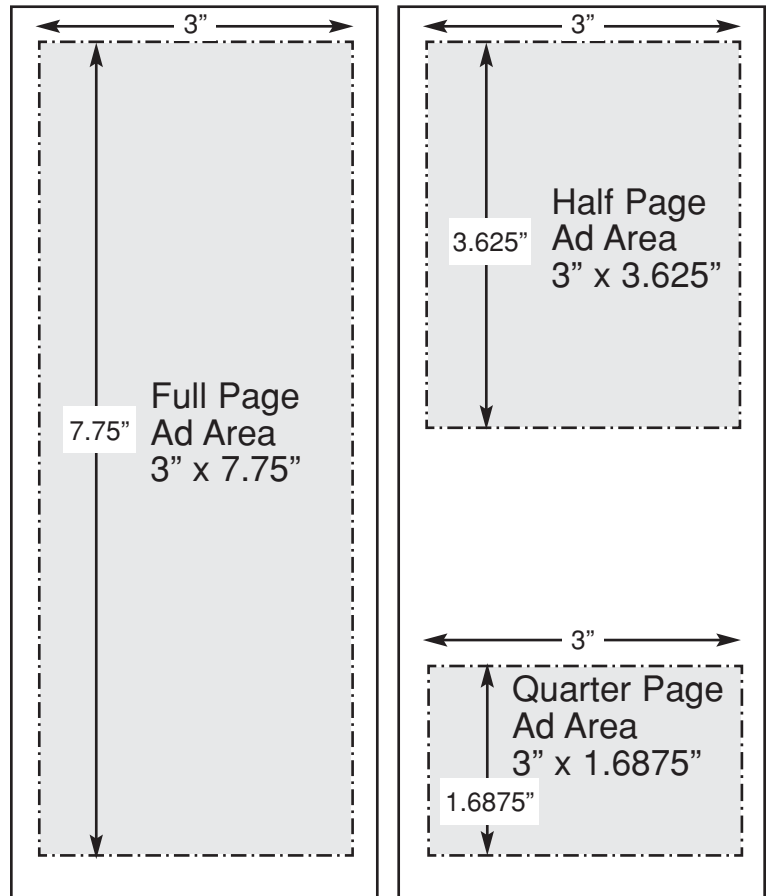
All Illustrator colors: Grayscale

**Photoshop**

Grayscale 300 dpi • Flatten PSD files • Save as TIF

**PDF**

Make sure resolution, size, orientation and color conform to specifications. We will not be able to edit your file.



**MEDIA SUPPORTED**

CD • DVD • e-mail: Please compress files (SIT orZIP) •  
5MB or less

**SEND ADS TO:**

**Melissa Rockwell • Graphic Artist**

Whitman Publishing, LLC  
4001 Helton Drive  
Florence, AL 35630

256-246-1154

melissa.rockwell@whitmanbooks.com

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## ADVERTISEMENT SPECIFICATIONS FOR EXPO FLAT SCREEN PANELS

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### SPECIFICATIONS

**Page Orientation:** Landscape

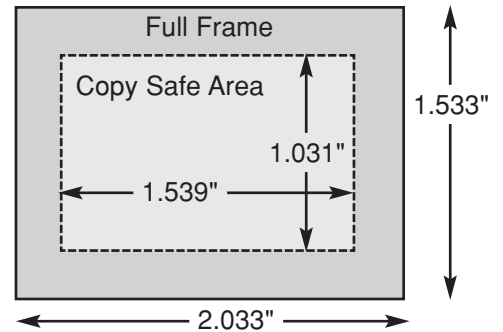
**Frame Size:** 2.033 inches x 1.533 inches

**Copy Safe Area:** 1.539 inches x 1.031 inches

**Bleed:** None

**Raster Images:** RGB 300 dpi

**Line Art:** RGB 1200 dpi



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### APPLICATIONS • FILE FORMATS SUPPORTED

#### Quark 5.0x, 6.0x

Supply all screen and printer fonts.

Supply all support files • Raster 300 dpi • Line Art 1200 dpi

All Quark colors: RGB

#### Illustrator 8.0x, 9.0x, 10.0x, 11.0x

Supply all screen and printer fonts, or convert all text to outlines.

Supply all support files • Raster 300 dpi • Line Art 1200 dpi

All Illustrator colors: RGB

#### Photoshop

300 dpi

Flatten PSD files.

Save as TIF

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#### SEND ADS TO:

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### MEDIA SUPPORTED

CD

DVD

e-mail: Please compress files (SIT or ZIP) • 5 MB or less

FTP: <ftp://whitmanbooks.com>

UserName: jackson

Password: coin

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