

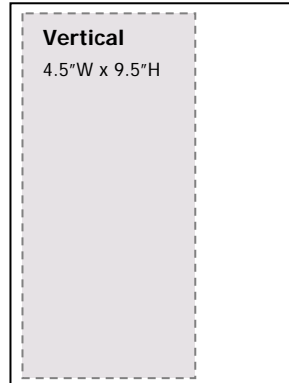
# Production Specifications

# 2012

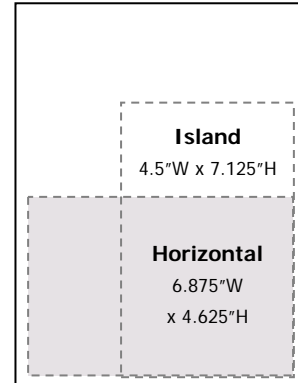
## Full Page, Back Cover & Spreads



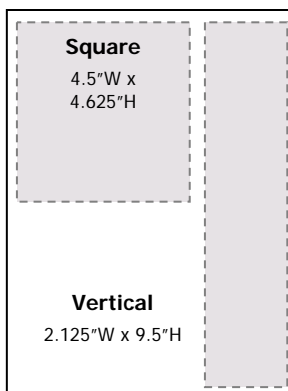
## 2/3 Page



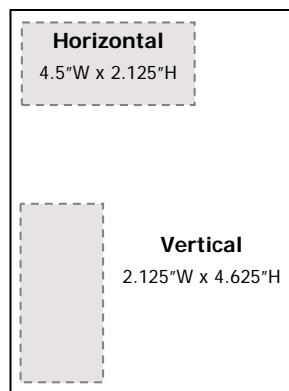
## 1/2 Page



## 1/3 Page



## 1/6 Page



### PRODUCTION SPECIFICATIONS

All 4/C images should be supplied CMYK at a resolution of 300 dpi at 100% final size, and a maximum color density of 300. Advertising will be accepted via ftp site or on a disk. Ads will not be accepted by e-mail.

### FTP SITE INFORMATION

FTP IP: 204.118.110.42

Login Name: vendor Password: autoclub

1. Place in a folder identified with issue date, publication, ad name:

Example: 0912\_Hawaii\_Hertz

2. Stuff or zip the folder. Include native files, fonts, high res graphics, and a low res pdf.

3. Place in proper publication folder within "UPLOAD\_ADS\_HERE" folder. Ads for each publication should be placed in that publication's folder.

4. Send confirmation e-mail for AAA Hawaii'i to granich.joann@aaa-calif.com

### DIGITAL AD SUPPLIED ON A DISK

Materials will be accepted on CD or DVD. Preferred programs include QuarkXpress, InDesign, Illustrator and Photoshop. Provide all fonts and high res images; include a print-out of fonts and graphics. If you are supplying a pdf, please include native files, fonts and graphics. Supplied digital ads require a SWOP standard color proof.

### SHIPPING INSTRUCTIONS

Send ALL materials to:

JoAnn Granich

AAA Hawaii'i

3333 Fairview Road, A327

Costa Mesa, CA 92626-1698

Tel: 714-885-2383

Fax: 714-885-1109

granich.joann@aaa-calif.com

