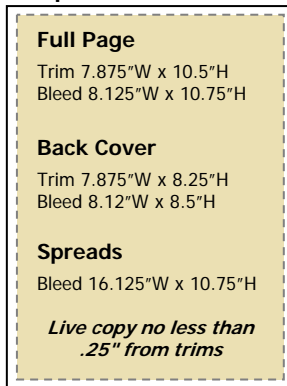


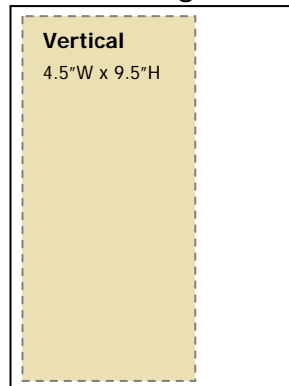
Production Specifications

2012

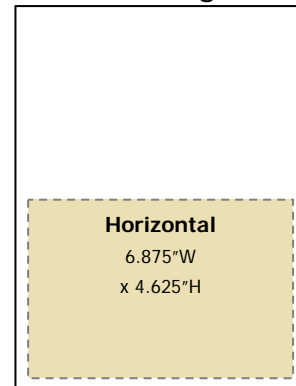
Full Page, Back Cover & Spreads



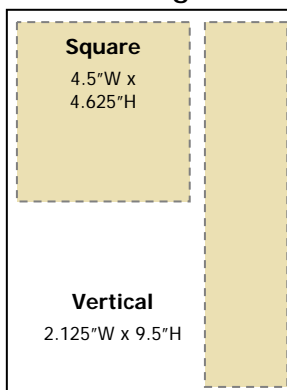
2/3 Page



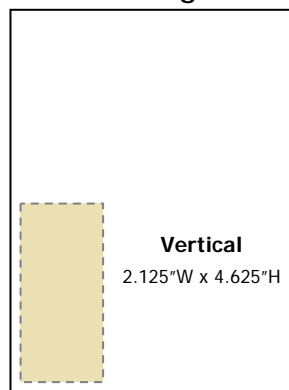
1/2 Page



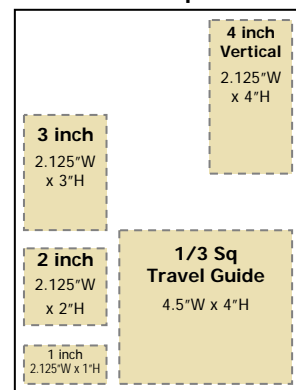
1/3 Page



1/6 Page



Travel Guide/ Marketplace



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 by 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: 1012_Westways_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 *Westways* 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
Westways
3333 Fairview Road, A327
Costa Mesa, CA 92626-1698
Tel 714-885-2383
Fax 714-885-1109
granich.joann@aaa-calif.com

