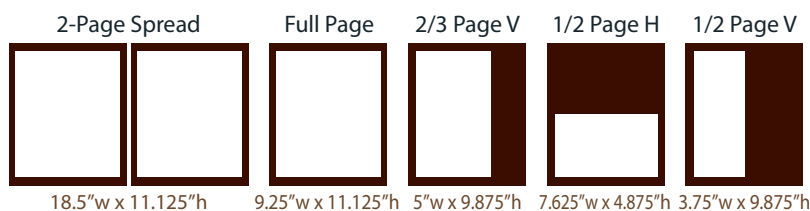


Fine Art Connoisseur

THE PREMIER MAGAZINE FOR INFORMED COLLECTORS

Production Specifications



AD DIMENSIONS FOR FINE ART CONNOISSEUR:

Please Keep Live Matter .25" Away From Trim On All Sides.

(The live area is the "safe" area of the page text, image, background color that will not be cropped on press.)

Final Trim Size is	9" w x 10.875" h
Full Page (With Bleed):	9.25" w x 11.125" h
Full Page (Non-Bleed):	9" w x 10.875" h
Full Page (Live Area):	8.5" w x 10.375" h
2 Page Spread (Bleed):	18.5" w x 11.125" h
2 Page Spread (Non-Bleed):	18" w x 10.875" h
2 Page Spread (Live Area):	17.5" w x 10.375" h

The Following Ad Sizes Are Non-Bleed Only

2/3-Page Vertical	5" w x 9.875" h
1/2-Page Horizontal	7.625" w x 4.875" h
1/2-Page Vertical	3.75" w x 9.875" h

PRINT-READY AD FILE SUBMISSION:

Digital Files

- Digital files should be provided in high-resolution PDF format, using Acrobat Distiller 6.0 or similar.
- Digital files should be CMYK.
- Digital file sizes should be made exactly to the specifications.
- Any printing instructions (optional) should be provided in a separate document. We cannot be responsible for files that do not adhere to these specs.

Fonts and Images

- All fonts and images must be embedded.
- Any placed images should be at 100% size and 300dpi, CMYK.
- Note that we cannot guarantee accurate reproduction on fonts that are not Adobe PostScript fonts. To avoid any font trouble, please outline your fonts.

Color Proofs (Optional, but Highly Recommended)

Any color proof should be a high-quality digital proof that meets SWOP standards. Color correctness cannot be guaranteed if color proof is substandard or if no proof is provided.

*For more information on SWOP standards and acceptable proofs, please visit: www.swop.org.

Color Density Total 4-color density should not exceed 300%.

Ads may be produced by Fine Art Connoisseur, per the advertiser's request. Contact your advertising representative for production charges. Materials should arrive at least seven days prior to FAC's materials deadline date.

MATERIALS REQUIRED:

- **High-resolution image** — JPG or TIFF in CMYK mode, at least 300dpi, large enough to print at 100%

For example, if you have a full-page ad, please make sure the image is large enough to fill the page at 100%

- Ad copy must be supplied in an editable format (e-mail or Word doc accepted). Please provide art information: title, size, medium, contact information, and any additional copy.

- If you have any color specifications, please supply a swatch or a match print that is a direct output from the supplied digital file.

Please note: Monitors and printers vary from brand to brand; what you see on your monitor or printout may not be what we see. Supplying the proper match print is required for color accuracy. Color inaccuracies on ads for which a match print is not supplied are the responsibility of the advertiser.

CMYK COLOR MODE AND DIGITAL IMAGES:

If an advertiser chooses to submit digital images for use in an ad, it is required that they be submitted in CMYK color mode, and *not* RGB. Since *Fine Art Connoisseur* is printed in CMYK 4-color mode, all RGB images submitted must be converted to CMYK color mode for print. In this process, a slight color variance may occur, which is expected and unavoidable. It is recommended that you preview your image in CMYK color mode to avoid any misrepresentation of the image color when printed.

DPI (dots per inch):

When designing graphics for printing purposes, images must be 300dpi or higher. This displays more information (or dots) for every square inch of the image you are viewing. The more dots used, the sharper the image. Color printing will look blurry if Web-ready 72dpi artwork is used. Be sure your images are at least 300dpi before submitting your files.

ACCEPTED SOFTWARE:

We support the latest versions of the most popular desktop publishing software applications, including QuarkXPress 6.5, Adobe Illustrator CS6, Photoshop CS6, InDesign CS6, and Adobe Acrobat 8 on Mac-compatible platforms. We do *not* support programs such as MS Word, PowerPoint, Publisher, Corel, Excel, or other non-desktop-publishing file types.

AD MATERIALS SUBMISSION:

To send your ad materials to *Fine Art Connoisseur*, you may use any of the methods below:

1. E-MAIL: Any file under 25mb may be e-mailed directly to your sales manager.

2. ELECTRONIC FILE TRANSFER — FTP SITE:

For FTP information, please contact: Nicolynn Kuper, Production Director, at 561.767.8562 or kuper.nicolynn@gmail.com.

3. FILE DELIVERY VIA MAIL OR COURIER SERVICE:

We accept ad files saved to DVD or CD and mailed with match print to:

Nicolynn Kuper

1901 S. Congress Ave., Suite 118
Boynton Beach, FL 33426

* Disclaimer: 100% color match cannot be guaranteed. Every effort will be made to produce acceptable color reproductions. However, limitations of the photographic and 4-color printing process must be considered in advance. Therefore, we cannot guarantee an absolute color match to the original object, nor can we guarantee improvements beyond supplied materials. Although *Fine Art Connoisseur* is printed to the highest specifications available for web offset printing, it is not possible to exactly re-create color or fine detail found in original works of art. Therefore, some slight reduction in reproductive quality is unavoidable and to be expected.