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## applications

The prepress department at BowTie Inc. is entirely Macintosh based. Although many applications are available for design, we have found that certain applications give consistent, dependable results.

The current programs in use at BowTie Publications are:

- QuarkXpress 6.5
- Adobe Creative Suite 2  
\*Photoshop, Illustrator, InDesign and Acrobat 7

\*Text set in Photoshop is raster text composed of pixels and is resolution dependent; whereas vector graphics are resolution-independent and will print sharp. For the best results with text, we strongly recommend setting all text in a page layout program (Quark, Illustrator, InDesign)

We can now accept files for CS4, Quark 7, and 8.

Files from other programs are acceptable if saved in EPS or TIFF format or output as a high-resolution PDF. (Acrobat 7 or lower) However, we will be unable to make changes or corrections to these files. Please use PDF/X-1a settings to create your PDF file

All files must be built at a minimum of 266 dpi (350 dpi for **DOGS IN REVIEW** magazine) or higher. Multiple ads may be submitted at the same time. However, multiple ads submitted within a single layout or image file will be separated into individual ads.

Any elements (e.g. notes, comments and pasteboard materials) outside of the active ad area will be removed.

We **do not** accept TIFF/IT-PI files.

## fonts

All font files (screen fonts and printer fonts) must be included with the digital advertisement. All ads should be built with Macintosh Postscript Type 1 fonts). Any other fonts that have issues (e.g. PC TrueType fonts) will either be substituted with best matching Macintosh Type 1 Postscript font or converted to Postscript at our discretion.

NOTE: Since we are Macintosh-based we can not guaranty the use of PC TrueType fonts. Converting your text to outlines or paths will help avoid any potential font problems.

Please remember that Open Type fonts are not reliable and may print with unpredictable results.

### Minimum Text Sizes:

6pt for black type - 10pt for colored or reversed type.

## transparencies

Files built using the transparency feature in Illustrator or InDesign could produce unpredictable and/or unexpected results. Some loss of quality may occur when printed, especially where text overlaps an image or when using spot colors. Please make sure all text is on the top layer and spot colors are converted to CMYK if transparency is used.

Please visit our website for additional information:

[www.animalnetwork.com/corporate/digads/digad1.asp](http://www.animalnetwork.com/corporate/digads/digad1.asp)

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## images

Minimum resolution for all images is 266 dpi (350 dpi for **DOGS IN REVIEW** magazine). Images that include line art, text and logos should be 600 dpi for best results. Lower resolutions will result in poor quality. Artwork enlarged over 100% may result in an effective resolution of less than 266 dpi (350 dpi for **DOGS IN REVIEW**). Please do not resample your images to obtain a higher resolution. Resampling (or Upsampling) will result in a blurred image.

Although all images should be in EPS, TIFF, or PDF format, we will accept native output files from Adobe Illustrator (.ai) and Adobe Photoshop (.psd). **We strongly discourage submission of JPEG, GIF, BMP, and PICT images as these will result in loss of image quality.** Avoid artwork taken from the Internet, it is typically 72-96 dpi and is unusable for print.

•DIGITAL CAMERA images:

Digital cameras capture images at varying sizes at 72 dpi. Images and/or ads submitted will need some manipulation to pass pre-flight. To increase the resolution to 266 dpi (350 dpi for **DOGS IN REVIEW** magazine), you will need to bring your image into some type of photo editing software (such as Photoshop) and change the physical size of the image. The best way to ensure quality output from your camera (2.1 Megapixels minimum) is to use the highest quality settings for all ads and images.

## colors

**All 4-color ads must be in CMYK format. Any RGB and/or Pantone colors will be converted\* (if applicable.)** We cannot guarantee color accuracy for converted elements. All black and white ads must be in grayscale or bit-mapped formats. (**For DOGS IN REVIEW only:** Grayscale images will be adjusted for pleasing contrast.) Any color found in black and white ads will be converted.

Please note that simple color conversions (RGB/Pantone to CMYK) are not chargeable items. However, if color correction is requested it will be chargeable at \$100 per image unless ad is scheduled to run 3 times or more.

For optimal quality, ghosted or screened text and/or elements must be more than 20% of the color that it lays over. This will insure that the screened text or elements will show when printed.

## Dmax (Ink density)

### Maximum Dmax 300%:

For best quality, always follow our printers' guidelines of 300% total CMYK ink coverage.

**\*We are lowering our tolerance of Dmax and it is important not to exceed our maximum density of 300%.**

Example: Ink Density is the total amount of ink that will be printed on the sheet of paper. Lets say you have an area where it is very black and the colors that make up that rich black is 100% Cyan, 95% Magenta, 90% Yellow % 100% Black. This would make the total ink saturation or Dmax 385%. Our printers require a Dmax of 300% or lower to keep rich black from getting muddy and possibly clogging reverse type and can also cause pages to stick together or offset. A Dmax that is higher than 300% will force the printers to lower the ink saturation, which would change the overall appearance of your ad.

## Selecting Images to be Scanned

- Pay close attention to highlight and shadow detail.
- For highlights, detail needs to be present. A blown out image will remain blown out when reproduced. No detail can be added.
- For shadows, detail needs to be present. If the shadows appear very dark on the original, only a limited amount of lightening in that area can be done without flattening the image. Send clear, focused, clean originals.
- Do not send laser prints, or third generation prints.

## Selecting Digital Images

Look for images that have been captured using the highest quality resolution setting of the camera. Refer to "Selecting Images to be Scanned" (above) for additional tips on selecting digital images that will reproduce well.

### TIPS:

- For "best" quality digital images: provide digital image straight from digital camera.
- For "good" quality reflective images: submit printed photographs to Production for image processing.
- If you must scan your images at your home studio always use the "highest quality" settings of your scanner. Use the scanner in "automatic" mode with these highest quality settings (should be available from a menu of options).
- All images should be provided at 266dpi (350 dpi for **DOGS IN REVIEW**)
- All reflective images scanned should always be scanned at the "highest quality" settings of the scanner.
- **All 4-color ads must be in CMYK format. Any RGB and/or Pantone colors will be converted.** We cannot guarantee color accuracy for converted elements.
- Do not color-correct your images even when converting from RGB to CMYK.

## proof

A hardcopy proof is required for all digital ads. A black and white laser proof or faxed copy will be sufficient to proof ad content only. If color reproduction is critical be sure to provide a Kodak Approval or Matchprint-class proof. Color lasers and inkjet proofs are for general reference only and not acceptable for critical color.

A JPG proof is recommended however PDF proofs are acceptable if all fonts and images are embedded and all colors are converted to the CMYK color space.

## Important note:

**COLOR ACCURACY CANNOT BE GUARANTEED WITHOUT A SWOP-CALIBRATED, QUALITY COLOR PROOF (Digital Matchprint™, Kodak Approval™, etc.)**

**Here are a few sources that can generate the proper proof from your electronic file(s):**

<http://g2online.com>  
<http://www.precisiondigital.com>  
<http://www.dsbureau.com/cat10.php>  
**RP Digital: (661) 295-8797**

## where to send your materials

Send materials to:

Attn: Production Dept.  
Magazine \_\_\_\_\_  
Issue \_\_\_\_\_  
3 Burroughs  
Irvine, CA 92618  
USA

Or email digital ads to: [adtraffic@bowtieinc.com](mailto:adtraffic@bowtieinc.com)  
For **DOGS IN REVIEW**: [dirads@bowtieinc.com](mailto:dirads@bowtieinc.com)

Be sure to include magazine name, issue, and advertiser name with all correspondence, packages, and email.

## \*additional charges

There will be no charge for digital ads meeting all specifications. Any advertiser-submitted file that is not output ready or does not meet our specifications may incur an additional prep charge of \$100 per hour, billable in quarter-hour increments.

## media

We accept digital files on the following media:

- Iomega Zip 100 & 250 disks
- CD-R, CD-RW & DVD-ROM
- Email: Files submitted by email should be compressed using a program such as Stuffit (Mac) or WinZip (PC). Files should be limited to 5 MB.

## FTP

Files larger than 4 MB can be transmitted to us via our FTP site: <ftp://ftp.bowtieinc.com>

**For Mac users:** you will need an FTP program such as Transmit (demo/free version available at [www.panic.com/transmit](http://www.panic.com/transmit), Full version requires a fee).

**PC Users:** just type <ftp://ftp.bowtieinc.com> in your browser window to access our FTP site. Please contact your sales representative for the most current FTP log-in user-name and password. Files sent by FTP should be put in one folder and compressed before sending (use Stuffit (Mac), WinZip or PKZip (PC)). There is a far greater chance of file corruption when files are sent without the protective layer that compression provides.

After uploading your files to the proper "Ads" folder, which can be found inside each title's folder, send an e-mail to: [adtraffic@bowtieinc.com](mailto:adtraffic@bowtieinc.com) to notify us that your files are available. Please include the following information in your email:

- Advertiser Name
- Magazine/Issue for which ad is intended
- Name of file that you uploaded to the site
- Contact information

Please visit our website for additional information:  
[www.animalnetwork.com/corporate/digads/digadl.asp](http://www.animalnetwork.com/corporate/digads/digadl.asp)

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## Print - Digital Ad Size Requirements



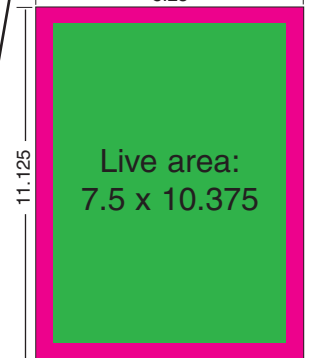
To set up bleed ads:  
Reference Bleed size needed.

Safety area for sizes in red frame  
.375 (3/8) in from Bleed edges

Safety area for sizes in blue frame  
.625 in from Bleed edges  
all four sides for live area.

\*1/3 pg. Vert. needs .375 on  
right and left  
and .625 top and bottom

Example: Full Page Bleed  
8.25



### standard-size consumer magazines

TRIM SIZE: 8" x 10 7/8" FULL PAGE BLEED: 8 1/4" x 11 1/8"  
Pages are 3 columns wide, one ad column is 2 1/4" x 10"

	Non-Bleed		Live Area		Bleed Dimensions	
	Width	Height	Width	Height	Width	Height
2 pg. Spread	15"	10"	15.5 (15 1/2)	10.375" (10 3/8)	16.25" (16 1/4)	11.125" (11 1/8)
2 pg. 1/2 Horiz. Spread	15"	4.875" (4 7/8)	15	4.75 (4 3/4)	16.25" (16 1/4)	6"
Full Pg.	7"	10"	7 1/2" (7 1/2)	10.375" (10 3/8)	8.25" (8 1/4)	11.125" (11 1/8)
2/3 pg. Vert.	4.625" (4 5/8)	10"	4.625" (4 5/8)	9.875" (9 7/8)	5.875" (5 7/8)	11.125" (11 1/8)
1/2 pg. Horiz.	7"	4.875" (4 7/8)	7"	4.75" (4 3/4)	8.25" (8 1/4)	6"
1/2 pg. Vert.	4.625" (4 5/8)	7.375" (7 3/8)	4.625" (4 5/8)	7.25" (7 3/8)	5.875" (5 7/8)	8.5" (8 1/2)
1/3 pg. Square	4.625" (4 5/8)	4.875" (4 7/8)	4.625" (4 5/8)	4.75" (4 3/4)	5.875" (5 7/8)	6"
1/3 pg. Vert.	2.25" (2 1/4)	10"	2.25" (2 1/4)	10.375" (10 3/8)	3.5" (3 1/2)	11.125" (11 1/8)
1/4 pg. Square	4.625" (4 5/8)	3.625" (3 5/8)				
1/4 pg. Vert.	2.25" (2 1/4)	7.375" (7 3/8)				
1/6 pg. Horiz.	4.625" (4 5/8)	2.375" (2 3/8)				
1/6 pg. Vert.	2.25" (2 1/4)	4.875" (4 7/8)				
1/10 pg.	2.25" (2 1/4)	2.875" (2 7/8)				
1/12 pg.	2.25" (2 1/4)	2.375" (2 3/8)				
2 inches	2.25" (2 1/4)	2"				
1 inch	2.25" (2 1/4)	1"				

### tabloid-size trade magazines

TRIM SIZE: 10.5" x 13.5" FULL PAGE BLEED: 10.75" x 13.75"  
Pages are 5 columns wide, one ad column is 1 13/16" x 13"

	Non-Bleed		Live Area		Bleed Dimensions	
	Width	Height	Width	Height	Width	Height
King Spread	20.5"	13"	20.5"	13"	21.5" (21 1/2)	13.75" (13 3/4)
King Page	10"	13"	10"	13"	10.75" (10.3/4)	13.75" (13 3/4)
Junior Spread	16.4375"	10.5" (10 1/2)	15.6875 (15 11/16)	10.25" (10 1/4)	16.4375" (7/16)	11
Junior Page	8"	10.5" (10 1/2)	7.75" (7 3/4)	10.25" (10 1/4)	8.5" (8 1/2)	11
1 Columns	1.8125" (1 13/16)	1 to 13				
2 Columns	3.875" (3 7/8)	2 to 13				
3 Columns	5.9375" (5 15/16)	2 to 13				
4 Columns	8"	2 to 12				
5 Columns	10"	2 to 12"				

### Shopper & Market Ads

	Non-Bleed Width	Height
Single shopper	2.25" (2 1/4)	3"
Double horiz Shopper	4.625" (4 5/8)	3
Double Vert Shopper.	2.25" (2 1/4)	6.125" (6 1/8)
Marketplace Ads.	2.25" (2 1/4)	2,3,4,5"

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## Print - Digital Ad Size Requirements



continued

### Classified Gallery Ads

	Non-Bleed		Live Area		Bleed Dimensions	
	Width	Height	Width	Height	Width	Height
2 pg. Spread	15"	10"	15.5 (15 1/2)	10.375" (10 3/8)	16.25" (16 1/4)	11.125" (11 1/8)
Full Pg.	7"	10"	7 1/2" (7 1/2)	10.375" (10 3/8)	8.25" (8 1/4)	11.125" (11 1/8)
1/12 pg.	7"	4.875" (4 7/8)				
1/4 pg.	3.4375" (3 7/16)	4.875" (4 7/8)				

### Boxed Breeders Ads

	Width	Height
1 Column	2.167"	1' to 10"
2 column (Dog World only)	4.5" (4 1/2)	1' to 10"
3 column (Dog World only)	7"	1' to 10"

### DOGS IN REVIEW

TRIM SIZE: 9 1/8" x 10 7/8" FULL PAGE BLEED: 9 3/8" x 11 1/8"

	Non-Bleed		Live Area		Bleed Dimensions	
	Width	Height	Width	Height	Width	Height
Full Pg.	8.375" (8 3/8)	10"	8.375" (8 3/8)	10"	9.375 (9 3/8)	11.125" (11 1/8)
2 pg. spread	17.5" (17 1/2)	10"	17.5" (17 1/2)	10"	18.5" (18 1/2)	11.125" (11 1/8)
1/2 page horiz.	8.375" (8 3/8)	4.875" (4 7/8)	8.375" (8 3/8)	4.5" (4 1/2)	9.375 (9 3/8)	5.625" (5 5/8)
1/2 page vert	4.25" (4 1/4)	10.375" (10 3/8)	4.25" (4 1/4)	10.375" (10 3/8)	4.625" (4 5/8)	11.125" (11 1/8)
1/4 page	4	4.875 (4 7/8)				
1/8 page	2	5.125 (5 1/8)				

## Digital Ad Size "Special" Section

### tabloid-size trade magazines - "Special Sizes"

TRIM SIZE: 10.5" x 13.5" FULL PAGE BLEED: 10.75" x 13.75"  
Pages are 5 columns wide, one ad column is 1 13/16" x 13"

	Non-Bleed		Live Area		Bleed Dimensions	
	Width	Height	Width	Height	Width	Height
40" Spread	16.4375	10"				
20" Spread	20.5"	4"				
Cover 1a	5.75"	1.625" (1 5/8)				
Cover 1b (PSN Only)	3.875"	1"				

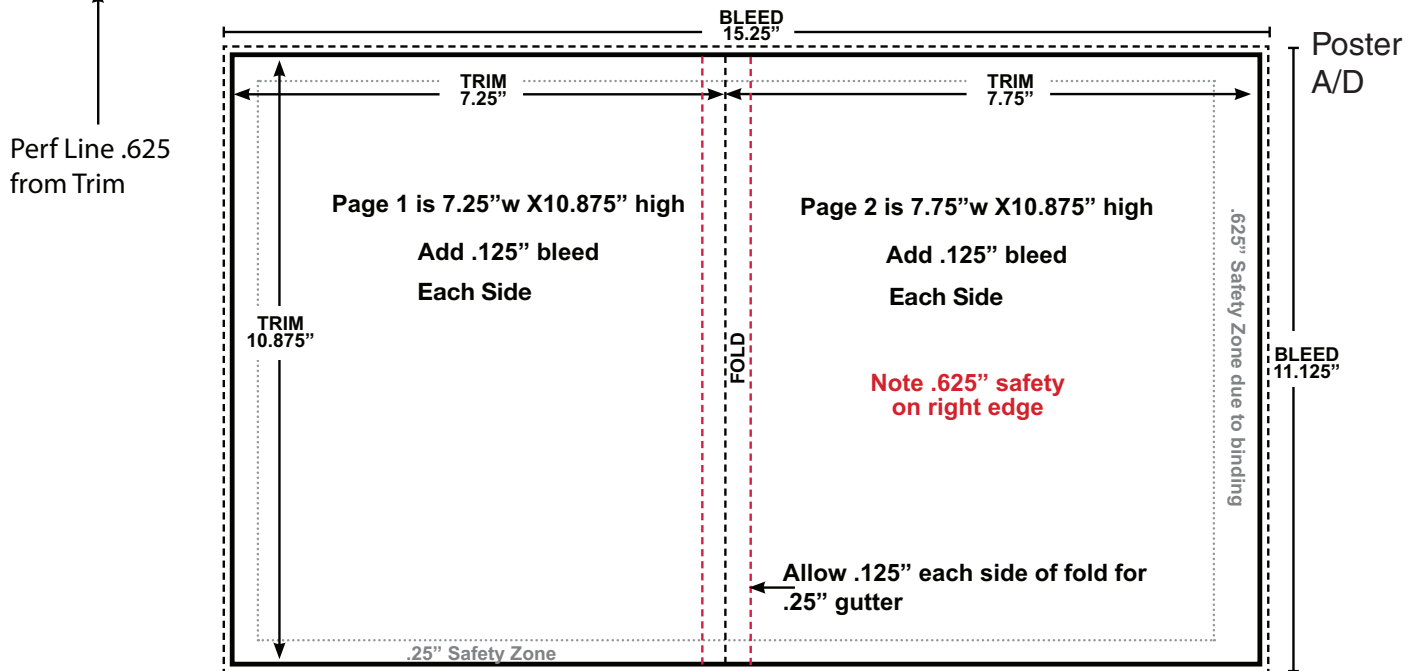
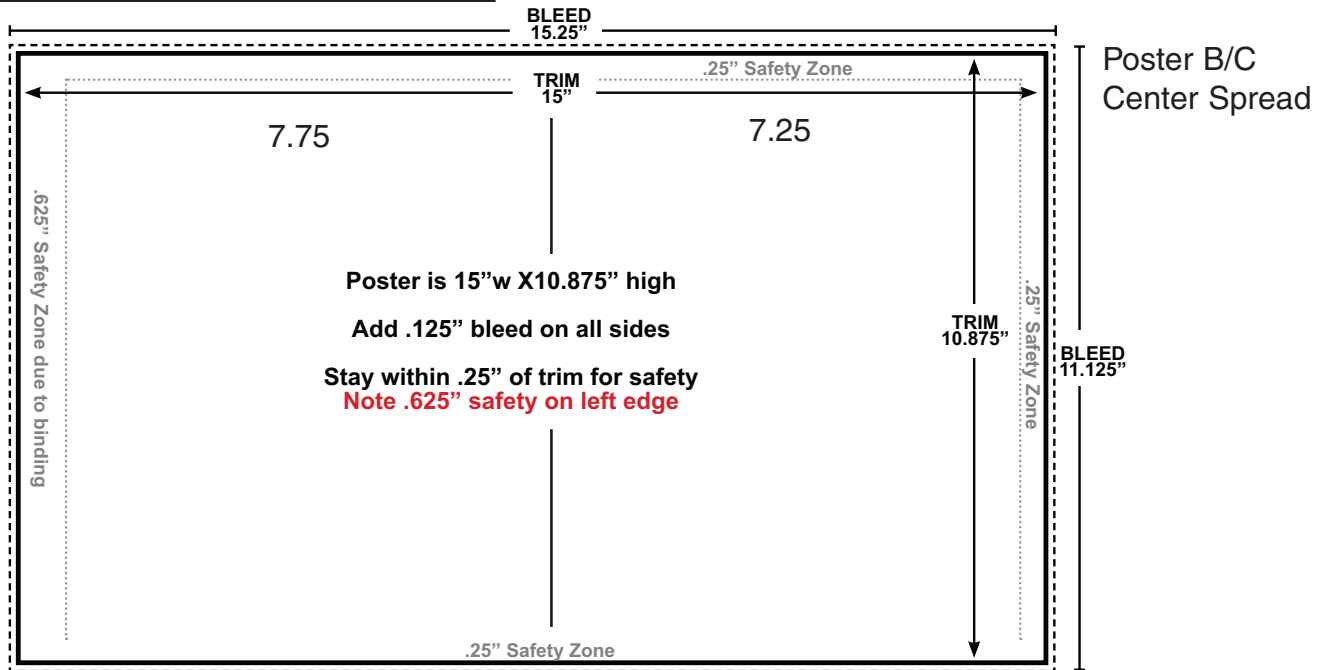
### consumer-size magazines "Special Sizes"

TRIM SIZE: 8" x 10 7/8" FULL PAGE BLEED: 8 1/4" x 11 1/8"  
Pages are 3 columns wide, one ad column is 2 1/4" x 10"

	Non-Bleed		Live Area		Bleed Dimensions	
	Width	Height	Width	Height	Width	Height
1/3 pg. Horiz.	7	3.25" (3 1/4)	7	3.25" (3 1/4)	8.25" (8 1/4)	4.5" (4 1/2)
True 1/2 page Vert.	3.5"	10"	3.5" (3 1/2)	10.375" (10 3/8)	4.75" (4 3/4)	11.125" (11 1/2)

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## Poster specifications



Resolution is 300dpi, printed in CMYK

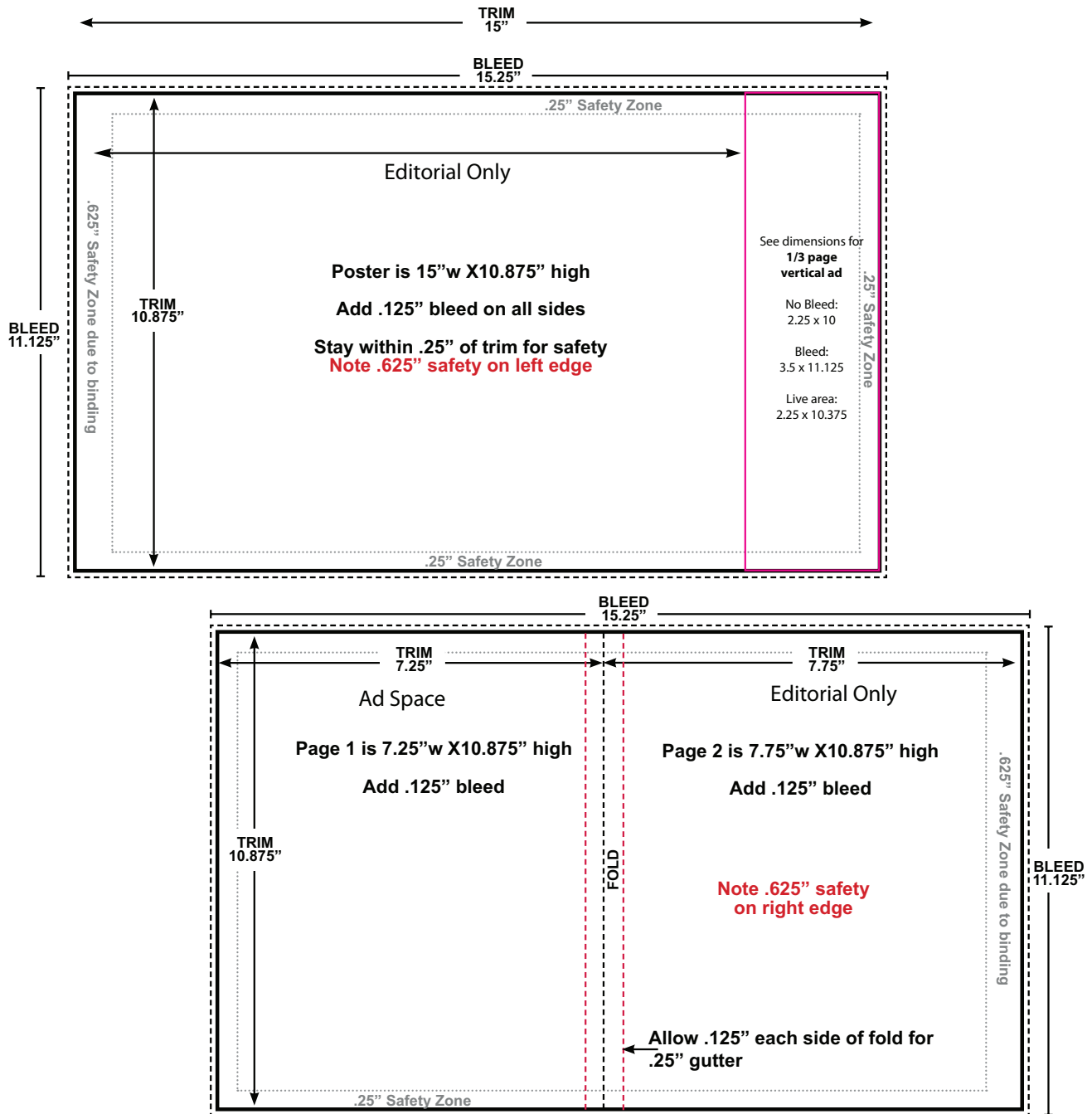
Perf Line .625 from Trim

Files may be submitted as: QuarkXpress 6, Photoshop CS, CS2 & CS3, Illustrator CS, CS2 & CS3, or InDesign CS, CS2 & CS3

Files from other programs are acceptable if saved in EPS or TIFF format or output as a high-resolution PDF. (Acrobat 7 or lower)  
However, we will be unable to make changes or corrections to these files. Please use PDF/X-1a settings to create your PDF file

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## Poster specifications with 1/3 vertical ad



Resolution is 300dpi, printed in CMYK

Files may be submitted as: QuarkXpress 6, Photoshop CS, CS2 & CS3, Illustrator CS, CS2 & CS3, or InDesign CS, CS2 & CS3

Files from other programs are acceptable if saved in EPS or TIFF format or output as a high-resolution PDF. (Acrobat 7 or lower)  
 However, we will be unable to make changes or corrections to these files. Please use PDF/X-1a settings to create your PDF file

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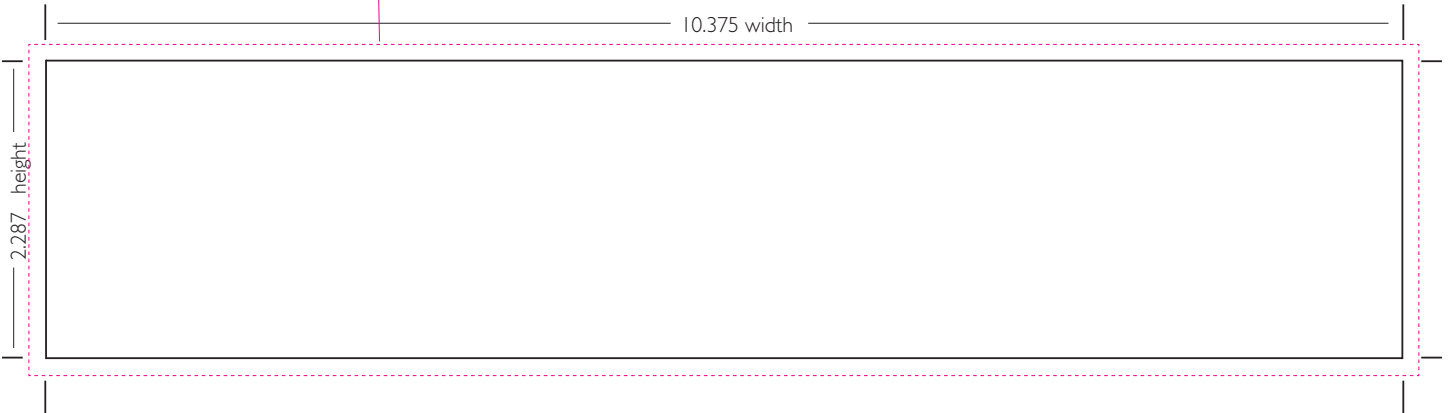


## Ad specifications for Bottom of Calendar Poster

**DogFancy magazine only**

Non Bleed - 10.375 X 2.287

Bleed - 10.625 x 2.537



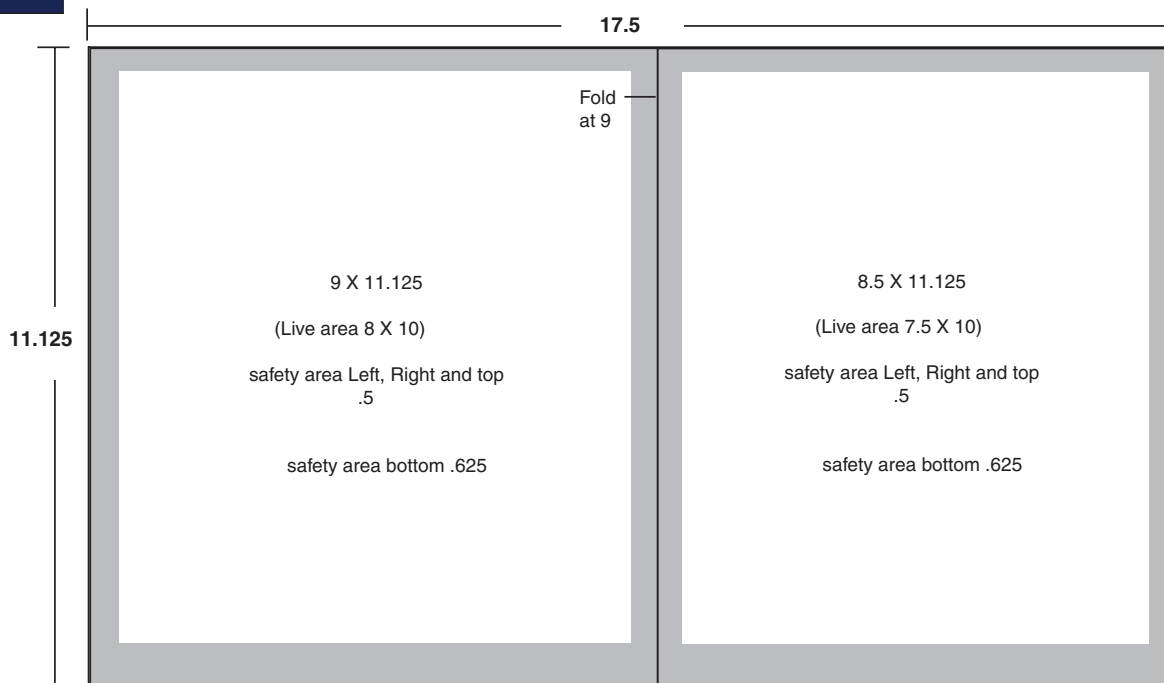
This ad runs at the bottom of the Calendar in DogFancy for the Purina 2009 ad campaign

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY				
1	2 EASTERN OVERSPOOK LENT BEGINS	3	4	5	6	7				
8 DAILIGHT SAVING TIME BEGINS	9 PURIM BEGINS	10	11	12	13	14 VALENTINE'S DAY				
15	16	17 ST. PATRICK'S DAY	18	19	20 SPRING BEGINS	21 BHANT NEW YEAR				
22	23	24 NATIONAL POISON PREVENTION WEEK	25	26	27	28				
29	30 NATIONAL PUPPY DAY	31	Your Dog Could Be Purina's Top Dog! Enter online at <a href="http://DogChannel.com/PurinaTopDog">DogChannel.com/PurinaTopDog</a>		<table border="1"> <tr> <th>February 2009</th> <th>April 2009</th> </tr> <tr> <td>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28</td> <td>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31</td> </tr> </table>		February 2009	April 2009	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
February 2009	April 2009									
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31									

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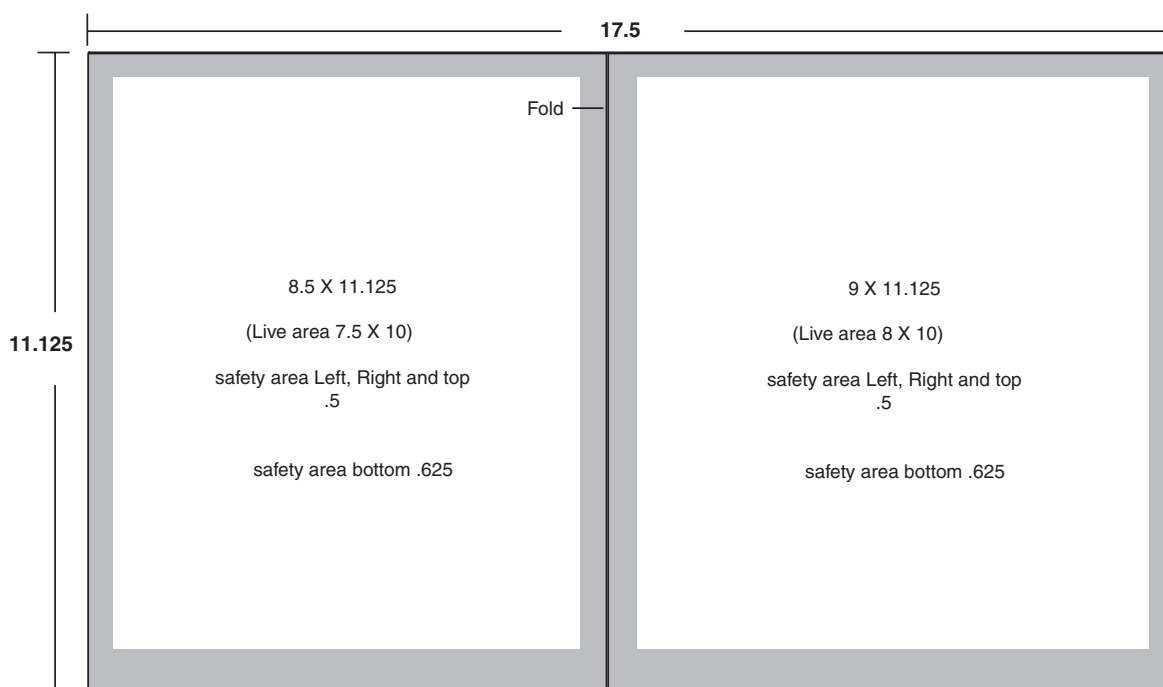
## DIR Four Page foldout

### Frontside



Note:  
If purchasing a facing left hand page,  
size is the normal full page size:  
9.375 X 11.125

### Backside



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## Online - Digital Ad Size Requirements

animalnetwork.com

Creatives that do not conform to these exact specifications can affect our site performance and will not be posted. Creatives may not simulate AnimalNetwork.com editorial content. (Exception: Advertorials; subject to editorial approval.)

Banners

Accepted Formats: JPEG, GIF, Animated GIF	
All standard rich media types including pointroll & MOTIF	We accept all standard 3rd party ad serving. We use DART for Publishers.

### Flash Implementation Notes

Please add a button and clickTAG to the Flash file. The button should cover the entire creative and it should be at the root level or level 0.

The button should include the click variable with the following clickTAG implemented correctly. Please note that clickTAG is case sensitive. It should look exactly like this:

```
on (release) {
    getURL (clickTAG, "_blank");
}
```

\*\* Make sure there is no embedded click through URL in the code. Provide the landing URL, and we will implement in DART.

**For Flash Version 9 / AS3**

1. Create a movie symbol with a rectangle the size of your document on the top-most layer. This will act as a button to click-through.
2. Give the symbol the instance name btn\_click.
3. Set the alpha (transparency) of the movie down to 0% so that the button is invisible.
4. Add the following code to the action in the 1st frame:

```
btn_click.addEventListener(MouseEvent.CLICK, onReleaseHandler);
btn_click.buttonMode = true;
btn_click.useHandCursor = true;
var url = loaderInfo.parameters.clickTAG;
```

```
function onReleaseHandler(event:MouseEvent) {
    navigateToURL(new URLRequest(url), "_blank");
}
```

**For Flash Version 7 or 8 / AS2**

Please add a button and clickTAG to the Flash file. The button should cover the entire creative and it should be at the root level or level 0.

The button should include the click variable with the following clickTAG implemented correctly. Please note that clickTAG is case sensitive.

**It should look exactly like this:**

```
on (release) {
    getURL (_level0.clickTAG, "_blank");
}
```

**Or it can look like this:**

```
on (release) {
    getURL (_level0.clickTAG, "_blank");
}
```

Make sure there is no embedded click through URL in the code.

### Specifications (in pixels)

	Width	Height	Size (max.)	Loops (max.)
Leaderboard	728	90	35k	
Animation .....				3 Loops
Skyscraper	160	600	35k	
Animation .....				3 Loops
Large Rectangle	336	280	35k	
Animation .....				3 Loops

Featured Products

### Specifications (in pixels)

	Width	Height	Size (max.)	Loops (max.)
Featured Products	125	125	20k	
Animation .....				3 Loops

Accepted Formats: JPEG, GIF, Animated GIFs  
No rich media or 3rd party ad serving

Overview

Ad Units	Dimensions	Image Types	Standard file max	Flash file max
Leaderboard	728x90	GIF, JPEG, Rich Media	40k	40k
Skyscraper	160x600	GIF, JPEG, Rich Media	40k	40k
	120x600			
Large Rectangle	336x280	GIF, JPEG, Rich Media	40k	40k
	300x250			
Featured Products	125x125	GIF, JPEG + 200 characters of marketing copy	20k	40k Max animation: 3 frames with 2 rotations
Rich Media Types	DHTML, HTML, Flash, Eyebalster, Pointroll, Motif			
Notes about Animated gif	3 frames and 2 rotations Max			
Frames per Second	18 frames			
Notes about Flash (see notes below)	Do not include the embedded URL in the .swf file (see below) Always provide a back up GIF file for users without a Flash viewer			
Expandable Ads	Expansion must be user generated and cannot expand to more than 2x the original ad size			
3rd Party Serving	Yes			
Frequency cap	Yes			
Geo Targeting	Yes			
Content Targeting	Yes			
Demo Targeting	No			

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## Online - Digital Ad Size Requirements - continued

### Rich Media - Expandable Banners

Ad Type & Dimensions	Total File Size (k) Initial Load	Gif File Size	Maximum Timing	User Initiated Audio	User-Initiated Video	Close Button	Expand Direction	Expand Dimensions	Expand Action
728x90	35k	35k	User initiated - expands on mouse over or click; video can run for 30 seconds	Yes - must include Mute button	User-Initiated Video - must include "Play" "Pause" "Stop" and "Mute"	<u>close button</u> mandatory - must stop with mouse off or click close	down	728x225	Expansion occurs through roll-over Must have clear expanding call to action
160x600 120x600	35k	35k	User initiated - expands on mouse over or click; video can run for 30 seconds	Yes - must include Mute button	User-Initiated Video - must include "Play" "Pause" "Stop" and "Mute"	<u>close button</u> mandatory - must stop with mouse off or click close	left	400x600	Expansion occurs through roll-over Must have clear expanding call to action
336x280 300x250	35k	35k	User initiated - expands on mouse over or click; video can run for 30 seconds	Yes - must include Mute button	User-Initiated Video - must include "Play" "Pause" "Stop" and "Mute"	<u>close button</u> mandatory - must stop with mouse off or click close	left or right	840x280	Expansion occurs through roll-over Must have clear expanding call to action

### Rich Media

Format Category	Format (WxH)	Max Initial Load File Size *	Add'l File Weight (Polite Download)	Flash Specifics	Audio Initiation	Maximum Animation Length	Controls	Web Site Labeling & Other Items
In-Page Video Units	See IAB Ad Unit Guidelines, for example, 300x250	40 KB	1.2MB**	18 fps	User Initiated (on click)	Anything up to 15 seconds	<ul style="list-style-type: none"> <li>Control = "Close X", Play, Pause, Rewind, Volume</li> <li>Font = 16 pt</li> </ul>	<ul style="list-style-type: none"> <li>Label = "Advertisement"</li> <li>Font = 16 pt</li> </ul>
Expandable/Retractable Units	Expandable Ads: See IAB Ad Unit Guidelines.  Landing Spots: Maximum width of 2X the initial ad size*	40 KB	80 KB	18 fps	User Initiated (on click)	Anything up to 15 seconds	<ul style="list-style-type: none"> <li>Control = "Close X"</li> <li>Font = 16 pt</li> </ul>	<ul style="list-style-type: none"> <li>Label = "Advertisement"</li> <li>Font = 16 pt</li> </ul>
	Retractable Ads: Maximum width of 600 pixels.  Landing Spots: See IAB Ad Unit Guidelines					Expansion: <ul style="list-style-type: none"> <li>3 seconds, if no user interaction</li> <li>Up to 15 seconds within ad</li> </ul>	<ul style="list-style-type: none"> <li>Location = On Edge of Original (non-expanded/expanded) unit</li> <li>Feature = Enable Mouse-Off Retraction</li> </ul>	

\*300x250 ads only need to expand to 500x250

\*\*If Video is part of any other rich media units, polite download file weight should adhere to In-Page Video Limit of 1.2 MB.

### Pointroll Specifications

Ad Type & Dimensions	Total File Size (k) Initial Load	Gif File Size	Close Button	Expand Direction	Expand Dimensions	Expand Action	File Type
728x90	40k	40k	<u>close button</u> mandatory - must stop with mouse off or click close	down	728x225	Expansion occurs through roll-over Must have clear expanding call to action	pointroll
160x600	40k	40k	must stop with mouse off or click close	left	240x600	Expansion occurs through roll-over Must have clear expanding call to action	pointroll
300x250	40k	40k	<u>close button</u> mandatory must stop with mouse off or click close	down	300x500	Expansion occurs through roll-over Must have clear expanding call to action	pointroll
300x250	40k	40k	mandatory must stop with mouse off or click close	left	600x250	Expansion occurs through roll-over Must have clear expanding call to action	pointroll
336x280	40k	40k	<u>close button</u> mandatory must stop with mouse off or click close	down	336x560	Expansion occurs through roll-over Must have clear expanding call to action	pointroll
336x280	40k	40k	<u>close button</u> mandatory must stop with mouse off or click close	left	672x280	Expansion occurs through roll-over Must have clear expanding call to action	pointroll

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**Note:** These classified ad sizes and tips are excerpts from the detailed specifications found on pages 1-3. For additional information please refer to the complete specifications as noted.

## APPLICATIONS

The current programs in use at BowTie, inc. are:

- QuarkXpress 6.5
- Adobe Creative Suite 2
  - \*Photoshop, Illustrator, InDesign and Acrobat 7

## FONTS

All font files (screen fonts and printer fonts) must be included with the digital advertisement. All ads should be built with Macintosh Postscript Type 1 fonts). Any other fonts that have issues (e.g. PC TrueType fonts) will either be substituted with best matching Macintosh Type 1 Postscript font or converted to Postscript at our discretion.

NOTE: Since we are Macintosh-based we can not guaranty the use of PC TrueType fonts. Converting your text to outlines or paths will help avoid any potential font problems.

Please remember that Open Type fonts are not reliable and may print with unpredictable results.

## Minimum Text Sizes:

6pt for black type - 10pt for colored or reversed type.

## COLOR

All 4-color ads must be in CMYK format. Any RGB and/or Pantone colors will be converted. Color accuracy cannot be guaranteed without an industry-standard SWOP proof.

## IMAGE GUIDELINES

All high resolution images must be included with the digital advertisement. Minimum resolution for all images is 266 dpi. Images that include line art, text and logos should be 600 dpi for best results. Lower resolutions will result in poor quality. Artwork enlarged over 100% will result in an effective resolution of less than 266 dpi.

Although all images should be in EPS, TIFF, or PDF format, we will accept native output files from Adobe Illustrator (.ai) and Adobe Photoshop (.psd). We strongly discourage submission of JPEG, GIF, BMP, and PICT images as these will result in loss of image quality. Avoid artwork taken from the Internet, it is typically 72-96 dpi and is unusable for print. Breeder Portrait images need to be at least 2" in height @266 DPI minimum.

## DIGITAL CAMERA IMAGES

Digital cameras capture images at 72 dpi. Images and/or ads submitted at this resolution will need some manipulation to pass preflight. To increase the resolution to 266 dpi, you will need to bring your image into some type of photo editing software (such as Photoshop) and change the physical size of the image (make sure to uncheck the "resample" option.) The best way to ensure quality output from your camera is to use the medium to high quality settings for fractional ads and high to highest quality settings for full page ads.

## Submitting your files...

- Ads should be submitted in compliance with our specifications as outlined above.
- Print quality of your ad may be compromised if it does not meet these specifications.
- Your materials may be unacceptable if they do not comply with these specifications.

**Email:** Files submitted by email should be compressed (e.g. Stuffit, WinZip, PKZip)

**FTP:** Large files can be transmitted to us via our FTP site: ftp://ftp.bowtieinc.com You will need an FTP program such as Fetch or Transmit (for the Macintosh) or Wsftp (www.wsftp.com - for PC users) to send files. Please contact your sales representative for the most current FTP log-in user-name and password. Files sent by FTP should be put in one folder and compressed before sending (use Stuffit (Mac), WinZip or PKZip (PC)). Send a notification email that includes the name of the file.

We accept digital files on the following media:

- **Omega Zip 100 & 250 disks**
- **CD-R, CD-RW & DVD**

	Non-Bleed		Bleed Size	
	Width	Height	Width	Height
<b>Gallery ads</b>				
2 pg. spread	15	10	16.25 (16 1/4)	11.125 (11 1/8)
Full page	7	10	8.25 (8 1/4)	11.125 (11 1/8)
1/2 page	7	4.875 (4 7/8)		
1/4 page	3.4375 (3 7/16)	4.875 (4 7/8)		
<b>Boxed Breeder ads</b>				
1 Column	2.167	1" to 10"		
2 Column (Dog World only)	4.5 (4 1/2)	1" to 10"		
3 Column (Full Page) (Dog World only)	7	1" to 10"		

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