



Advertiser Digital Ad Transmittal Form

Please complete all areas. For multiple ads, fill out a separate form for each ad

BowTie

Incorporated®

ver. 4.2 Revised 07/28/05

CHECK ALL BOXES THAT APPLY

SYSTEM

- Macintosh
 Windows

MEDIA

- Disk
 FTP
 Email

APPLICATIONS

- QuarkXpress
 Adobe Illustrator
 Adobe Photoshop
- Hi-Res TIFF, PDF, or EPS (resolution must be at least 266 dpi) supplied. Pagemaker, Freehand, and CorelDraw users must submit their files in one of these formats. See our website for help.
- TIFF/IT-Pi or PDF-X (agencies only)

FONTS

- Fonts Included (Type 1 Postscript only)
 Fonts converted to outlines/paths (if TrueType or other fonts are used)

COLOR & DESIGN

- Is your ad: Black & White Color
 Does your ad bleed? Yes No

PROOF (required)

- Laser/Inkjet/Fax (For ad content only)
 Matchprint™/Approval™ (For color matching)
 PDF file (must be created properly to be acceptable as a proof -- all fonts and images must be embedded & all parts must be CMYK (for a color ad))
 -See our website (<http://www.animalnetwork.com/corporate/digads/distiller.asp>) for additional info. Please note that a hard copy proof is still required (fax is okay).

PRODUCTION COORDINATOR USE ONLY

Must be completely filled out prior to submittal to Preflight

Filename: _____

Mag./issue: _____

Size (in.): _____

Location of file: CURRENT UPCOMING

Coordinator: _____

Comments: _____

PREFLIGHT DEPT. USE ONLY

ADVERTISER INFO

Advertiser

Name of digital file

Magazine Issue

Digital Designer

Phone Email

CONTACT INFO

- **FAX:** 949-855-4517
- **EMAIL:** adtraffic@bowtieinc.com
- **MAIL:** BowTie Inc., 3 Burroughs, Irvine, CA 92618
- **FTP:** 65.218.238.150 (contact your sales rep for current log-in information)

ADDITIONAL INFO

To ensure timely processing of your ad please include this completed form with your digital advertisement.

Please include magazine title, issue and advertiser name on all correspondence and file submissions.

For status inquiries and verification of receipt of materials please contact the coordinator for the magazine in which you will be advertising (949-855-8822, ext. 0 for receptionist) For questions regarding our digital ad specifications please call our Preflight department at 949-855-8822, ext. 3179.

CONSULT OUR WEBSITE FOR ADDITIONAL ASSISTANCE:
www.animalnetwork.com/corporate/digads/digad1.asp

I have received Fancy's "Digital ad Specifications"

*If not, please contact your production coordinator or sales representative. You can also find a copy on our website.

ACKNOWLEDGEMENT

By signing here I acknowledge that I have read the "Digital Advertising Specifications" and I understand that color accuracy cannot be guaranteed without a calibrated quality color proof (e.g. 3M Matchprint™, Kodak Approval™, etc.)

Signature



For any questions, please call our Preflight specialist
(949) 855-8822, ext. 3179