

OUTSERT

An Outsert may be created from, but not limited to, the following elements [1] textual information [2] company logo or [3] product photo. The ad may be full color (CMYK). Don't forget your booth number!

Platform:

Oser Communications Group's Art Department works on Macintosh platform in Adobe Photoshop CS2, Adobe Illustrator CS2, and Quark XPress 7. If you are using another program to create your file, please make sure you have saved the file correctly as a .TIF or .PDF file that can be imported into one of the previously mentioned programs.

All files need to be at least 300dpi, 133lpi and in CMYK mode. If you do not intend to send a color proof, please ask for a waiver form.

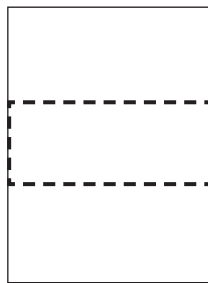
PREFERED FORMAT IS A HIGH RESOLUTION PRESS READY .PDF or .TIF.

DO NOT SEND OR USE JPG OR GIF FILE FORMATS! These are compression file formats and you will lose file information and resolution problems will occur. If you are sending PC-based artwork, please provide art in a flattened Photoshop TIF file format, or as an Illustrator EPS with fonts outlined to prevent font problems.

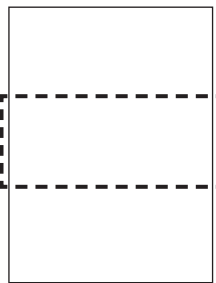
Sending Electronically:

Files under 25 megabytes may be emailed to Valerie Wilson (ads@oser.com). We will download any files over 25 megabytes but under 100 megabytes from any location on the web that we are directed to. Please email the location to the above address.

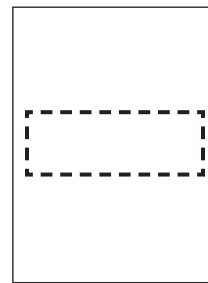
Front OR Back



Trim Size:
10.875" x 5"
(10 7/8" x 5")

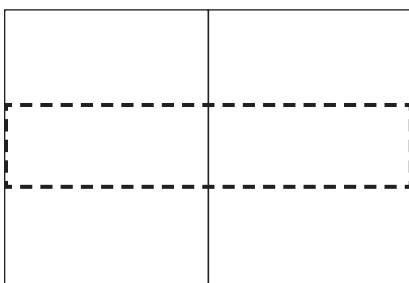


Bleed:
11.125" x 5.25"
(11 1/8" x 5 1/4")

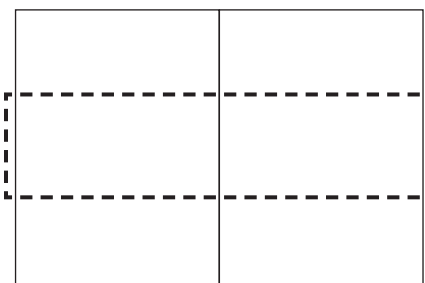


Live Area:
10.25" x 4.25"
(10 1/4" x 4 1/4")

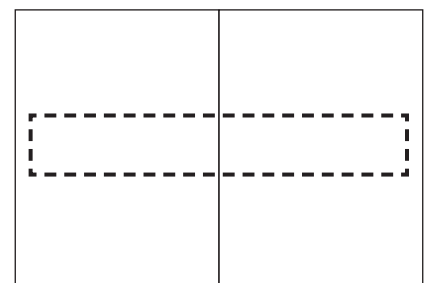
Front AND Back



Trim Size:
21.75" x 5"
(21 3/4" x 5")



Bleed:
22" x 5.25"
(22" x 5 1/4")



Live Area:
21.125" x 4.25"
(21 1/8" x 4 1/4")

If you have any questions, please contact us at 520.721.1300.