



DIGITAL MEDIA CHECKLIST:

PLEASE NOTE THIS CHECKLIST IS FOR PRODUCTION PURPOSES & IS NOT A RESERVATION TICKET. THIS CHECKLIST PROVIDES ESSENTIAL INFORMATION FOR THE EFFICIENT & ACCURATE PROCESSING OF YOUR AD. PLEASE FILL IT OUT AS COMPLETELY AS POSSIBLE. IF YOU HAVE TROUBLE FILLING OUT THIS FORM, OR HAVE ANY TECHNICAL QUESTIONS, PLEASE DON'T HESITATE TO CONTACT ONE OF THE *DIGITAL AD SPECIALISTS* IN OUR AD SERVICE DEPARTMENT AT **503 • 294 • 4138**.

ACCOUNT/AGENCY: _____

CONTACT PERSON: _____

PHONE: _____

OREGONIAN SALES REP: _____

OREGONIAN RUN DATE(S): _____ AD SIZE: _____

PLATFORM: MACINTOSH IMAGE ONLY PDF POSTSCRIPT

AT THIS TIME, THE OREGONIAN CAN ONLY PROCESS ELECTRONIC ADS FROM THE **MACINTOSH** PLATFORM. FOR **WINDOWS** USERS, WE ARE ABLE TO OUTPUT **IMAGE FILES** SUCH AS **TIFF, EPS** OR **JPEG**. BUT, DUE MOSTLY TO PROBLEMS WITH FONT COMPATIBILITY, WE ARE ONLY ABLE TO OUTPUT **WINDOWS** LAYOUT FILES (SUCH AS PAGEMAKER OR COREL DRAW) THAT HAVE BEEN CONVERTED TO A **POSTSCRIPT FILE** OR AN **ACROBAT PORTABLE DOCUMENT FORMAT (PDF)**. FOR INSTRUCTIONS ON CONVERTING YOUR DOCUMENTS, PLEASE CONTACT THE AD SERVICES DEPARTMENT.

APPLICATION: QUARK FREEHAND ILLUSTRATOR ACROBAT
 PHOTOSHOP PAGEMAKER MULTI AD CREATOR

WHAT VERSION OF THE SOFTWARE ARE YOU USING? _____

COMPRESSION: NONE STUFFIT DISK DOUBLER PDF

MEDIA TYPE: 3.5" FLOPPY 44M SYQUEST 88M SYQUEST
 200M SYQUEST 100M ZIP 1G JAZ

VERY IMPORTANT! DON'T FORGET!

IN ADDITION TO YOUR AD DESIGN FILE YOU MUST INCLUDE:

- A COPY OF ALL SCREEN & PRINTER FONT FILES USED IN THE JOB**
- A COPY OF EVERY IMAGE FILE LINKED TO, OR SUPPORTING THE JOB**
- A HARD COPY OR LASER PROOF OF YOUR DOCUMENT**

ADDITIONAL COMMENTS OR SPECIAL INSTRUCTIONS: _____

QUESTIONS? CALL TED PERKINS OR DAVE KUKLA IN THE OREGONIAN'S AD SERVICE DEPT.

503 • 294 • 4138