

# Electronic Acceptance Form

Please complete this form in its entirety for each electronic ad submitted. Form must be filled out prior to submission and returned with hard copy proof of file for verification.

## Advertiser Information

Advertiser: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
 Telephone: ( \_\_\_\_\_ ) \_\_\_\_\_ FAX: ( \_\_\_\_\_ ) \_\_\_\_\_  
 E-mail: \_\_\_\_\_

## Publication Information

Publication: \_\_\_\_\_ Issue Date: \_\_\_\_\_  
 Sales Representative: \_\_\_\_\_

## Electronic File Information

File Name: \_\_\_\_\_

### Platform & File Type *(If file submitted does not appear, please contact your Sales Representative)*

#### 4-Color

4 color images should be submitted with proper dpi resolution and CMYK color mode for corresponding publication. Color electronic files should be submitted with customer approved color proof. Krause Publications accepts no responsibility for color reproduction quality without supplied color proof.

#### Mac *(Include version of software used to create file)*

- QuarkXPress (v \_\_\_\_\_)     Adobe Illustrator (v \_\_\_\_\_)  
 Adobe Photoshop (v \_\_\_\_\_)     Macromedia Freehand (v \_\_\_\_\_)  
 TIFF\*     EPS\*     Postscript\*     Acrobat PDF\*

#### Black & White

Grayscale images should be submitted minimum 170 dpi resolution. Line art images should be submitted minimum 800 dpi resolution.

#### Mac *(Include version of software used to create file)*

- QuarkXPress (v \_\_\_\_\_)     Adobe Illustrator (v \_\_\_\_\_)     Adobe Pagemaker (v \_\_\_\_\_)  
 Adobe Photoshop (v \_\_\_\_\_)     Macromedia Freehand (v \_\_\_\_\_)  
 TIFF\*     EPS\*     Postscript\*     Acrobat PDF\*

#### PC *(Include version of software used to create file)*

- QuarkXPress (v \_\_\_\_\_)     Adobe Acrobat PDF\* (v \_\_\_\_\_)     Adobe Pagemaker (v \_\_\_\_\_)  
**TEXT** *(Supplied text for creation of ad)*     Microsoft Word     Microsoft Excel

**\*PLEASE NOTE: On submission of Postscript, EPS, TIFF, PDF files, ALL images and fonts must be embedded into job.**

#### Fonts *(Please include all screen and printer fonts used in document)*

- Type 1 Postscript     Other \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## Media

- 3.5 Floppy     Zip 100mb     Jaz 1gb     5.25" Optical     FTP     Email

Date Submitted: \_\_\_\_\_