

## FRONTLOADER PROGRAM ART SPECIFICATIONS

### MATERIALS:

All preliminary creative (color proofs) must be forwarded to the [FrontLine Production Traffic Manager at creatividepartment@frontmark.com](mailto:creatividepartment@frontmark.com) for approval, prior to delivery of final artwork.

Mac files are required for all FrontLine programs. IBM/PC formats can be converted for an additional charge. Accepted Mac formatted media includes Zip 100 & 250, CD-R, CD-RW, 3.5 floppy and DVD. All current Mac programs are supported but Illustrator, Quark Xpress, PhotoShop and InDesign are preferred.

Please submit artwork for ads and headercards on a separate disk from artwork for FrontLoader program. When submitting art on disk, all documents should include all working (layered) files, supporting fonts, illustrations and scans. All submitted fonts should be Postscript in nature. Do not use 'True Type' fonts or stylized fonts in Quark. Illustrator files should have all fonts converted to outlines.

Send a disk directory with laser or color proof for each ad. All images and or files should be 300DPI and converted to CMYK before sending. For further technical information, contact the [FrontLine Production Traffic Manager at creatividepartment@frontmark.com](mailto:creatividepartment@frontmark.com).

### DELIVERY:

Send Preliminary color proof to [creatividepartment@frontmark.com](mailto:creatividepartment@frontmark.com)

Final Creative must be sent on a CD along with Color Proofs to:

FrontLine Marketing  
 10 Corbin Drive - 3rd Floor  
 Darien, CT. 06820  
 Attn: Production Traffic Manager.

## FRONT-END FRONTLOADER

### MECHANICAL SPECS:

**Printing Process:** Offset printing on litho sheet and mounted on white e-flute

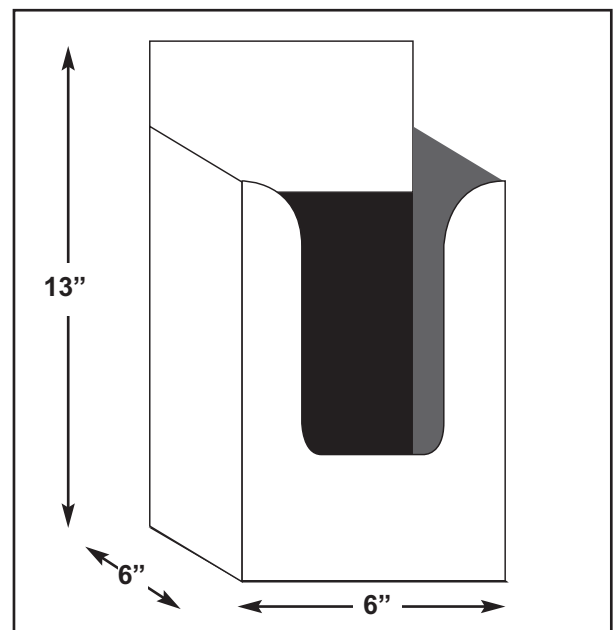
**Trim Size: (Finished Size):** 6" D x 6" W x 13" H (Height can be shorter than 13" but no higher)

**Bleed:** (1/4" Bleed on all sides)

**LIVE AREA:** 6" D X 6" W X 13" H

**4C SCREEN:** 150 LINE SCREEN

**Colors Available:** 4-color process (additional colors are subject to extra charge)



**Note:** FrontLoader can be multi-tiered and include J-Hooks as long as the dimensions of the FrontLoader remain 6" D x 6" W x 13" H.