

Date _____

Publication Name _____ Issue Date _____

Advertiser _____

Person we can contact if we have questions _____

Phone _____ Fax _____

(Please check and fill in) These are the software and media types accepted at SYS-CON Media.

1 File type?

Platform:

- Mac
- PC

File Types Accepted:

- Quark (Mac or PC) version _____
- Pagemaker (Mac or PC) version _____
- Photoshop (TIF only) version _____
- Illustrator (EPS only) version _____
- Freehand (EPS only) version _____

File Name:

The name of the ad(s) you want outputted:

2 How will you be sending the ad?

Mail:

- Zip 100&250 mb
- Jaz 1&2 gb
- CD-R

FTP:

Instructions and downloads available at www.sys-con.com/ftp.htm

ftp.sys-con.com

User ID: upload
Password: upload

1) Find the proper directory of the magazine you are advertising in.
ex. *Ads Java for Java Developer's Journal*

2) Create a folder with the name of your company and the month of the issue.
ex. *SYS-CON June*

3 Additional output info?

1) Are all colors made from CMYK (Process)? yes no
pages are Black & White

2) If some colors in the ad are not made from CMYK colors (spot) please list the name of the spot color as it appears in the file:

3) Did you use any TrueType fonts? yes no
If so, please list the names here or on an additional sheet.

4) Output files at 100%
Yes
No, output at % _____

4 Include all fonts and graphics (please set all fonts to outlines on EPS files).

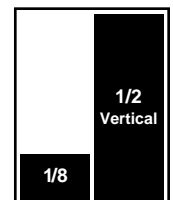
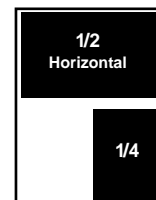
5 Include a hard copy print at 100% so that we can verify film output. (fax or mail) IMPORTANT: A color proof (i.e. match print) must be submitted to ensure color accuracy.

SYS-CON Ad Sizes

Ad Size	NonBleed
Spread	16" x 10"
Full Page	7 3/8" x 10"
1/2 Page Horizontal.	7 3/8" x 4 3/4"
1/3 Page Vertical.	2 1/4" x 10"
1/4 Page	3 1/2" x 4 3/4"
1/8 Page	3 1/2" x 2 3/8"

Trim Size
Full Page: 8 3/8" x 10 3/4"
Spread: 16 3/4" x 10 3/4"
Bleed Size
Full Page: 8 5/8" x 11"
Spread: 17 1/8" x 11"

Bleed ads are accepted in four-color.



*please call for tabloid ad sizes