



Final Size	height	width	Mechanical Size	height	width
Bleed	11.33'	41.33'	Bleed	5.66"	20.67"
Trim	10'	40'	Trim	5"	20"
Safety	8.67'	38.66'	Safety	4.33"	19.33"

Disk Format:

Mac or PC, CD, DVD, floppy disk or Zip.

Electronic File Submission:

For FTP submission of your files please use:

Host Address: americanoutdoor.net

Username: upload@americanoutdoor.net

Password:

Please email creative@americanoutdoor.net to request password.

Mail Disc:

Please send artwork to:

American Outdoor Advertising
 1702 E. Highland Avenue, Suite 317
 Phoenix, AZ 85016
 Attention: Creative Department

Software:

Adobe CS2 versions of Photoshop, Illustrator, InDesign, Acrobat v7.0,

Photographic Images:

All hi-res images should be accompanied by a client approved proof for color. Images for screen print should have a maximum density of 270% All photographs should be saved in CMYK mode not RGB. If you build the artwork with layered Photoshop files, please include files on the disk.

Page layout:

Please build your file to the mechanical size above. Be sure to include all placed graphics and images as well as all printer and screen fonts. If you build the layout in Illustrator, Freehand or Corel Draw, please include any imbedded photographs separately. You do not need to trap your file, we will take care of that.

THE SPECS