

Production: Kevin EuDaly  
PO Box 9580, Kansas City, MO 64133-0380  
(877) 787-2467  
email: keudaly@whiteriverproductions.com  
Website: whiteriverproductions.com

Advertising: Nadean EuDaly  
PO Box 9580, Kansas City, MO 64133-0380  
(877) 787-2467  
email: ads@whiteriverproductions.com  
Website: whiteriverproductions.com

## Advertiser Digital Ad Submission Form

Please complete all areas • Fill out a separate form for each ad • Include this form with your ad materials, or fax to 660-695-3415  
Please include magazine, advertiser name, advertiser phone on email

Company name \_\_\_\_\_

Contact phone \_\_\_\_\_

Ad Artist / Designer \_\_\_\_\_

Contact email \_\_\_\_\_

Name of file(s) \_\_\_\_\_

Magazine & issue \_\_\_\_\_

**COMPUTER SYSTEM:** \_\_\_Macintosh \_\_\_PC-Windows

**COLOR & DESIGN:** Is your ad:  color  black & white  
Please be sure to include all hi-resolution images

**APPLICATIONS:** Program used to build your ad:

InDesign, ver. \_\_\_\_\_  Illustrator, ver. \_\_\_\_\_

Photoshop, ver. \_\_\_\_\_  QuarkXpress, ver. \_\_\_\_\_

Hi-Res PDF (PDF/X-1a Compliant)

Hi-Res TIFF or EPS supplied

If ad is created in a program not listed, saving it as a TIFF, EPS, or PDF file of at least 300 dpi is recommended. (For quality reasons, please do not send JPEGs or GIFs)

**MEDIA:**  Email  CD-Rom  DVD

**FONTS:**  Fonts included  Fonts Outlined

Please list all fonts used in ad:

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

**HARDCOPY PRINTOUT:** Hard copy printouts are mandatory to ensure the integrity of final output. If a hard copy is not received, WRP cannot be responsible for the appearance of the ad.

**PROOF:** Is proof 100% of actual size?  Yes  No  
 laser  inkjet  Iris  Kodak Approval  
 Other \_\_\_\_\_

Color cannot be matched to a non-calibrated or black & white proof.

**FILE MANIPULATION:** If your files will not run, do you wish White River Productions to open them and correct any problems encountered in order to obtain the requested output?

Yes, make necessary adjustments  
 No, please call our contact person listed above

**General Information and Terms:** White River Productions cannot be held responsible for the content and/or output from customer supplied media if a hard copy of the file is not provided. Any file manipulation required in order to make files run (output) properly will be charged at the regular typesetting hourly rate including the minimum typesetting charge currently in effect in addition to applicable output charges. Be sure that you have checked the boxes under "FILE MANIPULATION." While every effort is made to handle your media with the utmost care, White River Productions assumes no responsibility for the corruption of files and/or media itself. Be sure that you have made backup copies of ALL files submitted. **We will not return CDs or DVDs after publication.**

**Acknowledgement:** I have read the Digital Advertising Specifications. I understand that color accuracy cannot be guaranteed without a SWOP Calibrated quality color proof.

Signed \_\_\_\_\_ Date \_\_\_\_\_