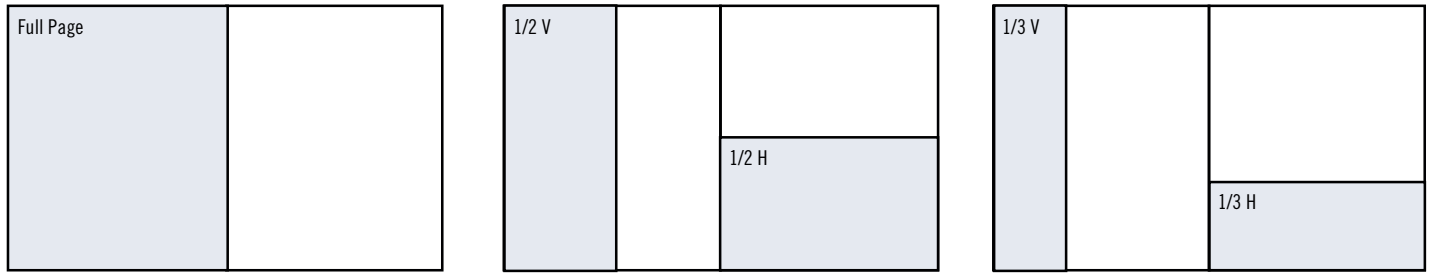


# ONCOLOGY BUSINESS REVIEW PRODUCTION REQUIREMENTS

## AD SIZES



<b>2 Page Spread</b>	10.875”h 18”w	<b>1/2 page (vertical)</b>	10.875”h 4.5”w	<b>1/3 page (vertical)</b>	10.875”h 3”w
<b>Full page</b>	10.875”h 9”w	<b>1/2 page (horizontal)</b>	5.4375”h 9”w	<b>1/3 page (horizontal)</b>	3.625”h 9”w

## PRODUCTION NOTES:

- Safe/Live Print Area:** All live area content must be at least 1/4” away from trim edges and/or gutter.
- Bleeds:** If artwork is intended to bleed, a 1/8” bleed is required on all edges.
- Resolution & Color:** Files must be at least 300 DPI and converted to CMYK color mode. No RGB, Index, or LAB colors.
- Film:** OBR prints direct to plate and does not accept any negatives or paper positives.

## ACCEPTABLE FILE FORMATS:

- > **Adobe Acrobat PDF files:** 300 DPI with all fonts embedded, CMYK color mode
  - > **Adobe Photoshop files (.pdf or .eps only):** 300 DPI, CMYK color mode
  - > **Adobe Illustrator files (.pdf or .eps only):** fonts outlined, anti-aliased, artwork embedded
- OBR is produced on a Macintosh platform, and is unable to support Windows/PC-based documents. We cannot accept files in QuarkXPress, PageMaker, Corel Draw, Freehand, Microsoft Publisher, PowerPoint or Word. If you are creating your ads in these or other unsupported programs, contact your account executive.

## ELECTRONIC AD SUBMISSION:

- > **E-Mail:** ads@oncobiz.com
- > **Snail Mail:** Caribou Publishing, LLC, ATTN: OBR ADs, 3001 Bridgeway Blvd., Suite 124, Sausalito, California, 94965
- > **FTP:** Please contact the OBR design studio project manager at 510.917.3904 or ads@oncbiz.com for instructions.

## AD PROOFS:

To insure that your ad is reproduced correctly, you must supply a SWOP-certified color proof from the same file that you supply to us. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No makegoods will be issued on ads run without a SWOP proof.

## TERMS:

OBR will be relieved of all responsibility for any form of compensation if an ad is supplied in a non-acceptable file format, such as native application files. Non-acceptable file formats will be charged a \$150 processing fee. We cannot guarantee the accuracy of reproduction from any ads supplied in non-preferred or non-acceptable formats.

OBR will not supply a faxed or soft proof on client supplied files. We assume due diligence has been taken — by the client or by their agency — to preflight and proof all advertisements prior to submission. If we detect an error before going to press, we will make a reasonable effort to contact you to correct and resubmit your file before publication.