

Designer Jewelry Showcase – Standard Typesetting Form

Complete this form ONLY if you would like Serbin Communications to typeset your ad (\$65 per page or card).

ADVERTISER NAME: _____
PHONE: _____
STANDARD PATTERN # _____
POSTCARD TRIM: Full Page 3-Cards

STANDARD TYPESTYLE:
 Circle the typestyle that you would like us to set on your page.

1. Avant Garde	4. Palatino
2. Optima	5. Caslon
3. Garamond	6. Futura

TYPESETTING COPY: Clearly type or print the information that you would like to appear on your page.

Name: _____
 Company: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____
 Fax: _____
 E-mail: _____
 Photo Credit: _____
 Website: _____

ARTWORK PREPARATION:

A. Please use our artboard when creating your ad. Artboards must have FPOs (position prints) pasted down in exact position for each image, at the desired size and cropping.

B. If you desire a logo on your page, you must provide the camera-ready art pasted down in position.

C. If you specify a colored background or colored type, you must provide a printed color chip of the desired color.

BACKGROUND

Black (100% black + 40% cyan) Attach Color Chip
 Use Process Color (attach color chip)
 Color Image (bleed 4 sides)
 Paper White

TYPE

Print Black Attach Color Chip
 Reverse to White
 Use Process Color (attach color chip)

HOLDING LINES

Do Not Print Attach Color Chip
 Print Black
 Reverse to White
 Use Process Color (attach color chip)

LOGO

Print Black Attach Color Chip
 Reverse to White
 Use Process Color (attach color chip)

STANDARD PATTERNS (FULL PAGES)

1 2 3 4 5

ARTBOARDS SENT UPON REQUEST - Please give us a call to receive them.

STANDARD PATTERNS (SINGLE POST CARDS)

A B C

PRODUCTION QUESTIONS? CALL US TOLL-FREE: (800) 876-6425 (x 223)
Serbin Communications, Inc., 813 Reddick Street, Santa Barbara, CA 93103
 TEL (805) 963-0439 or (800) 876-6425 FAX: (805) 560-7648