

Designer Jewelry Showcase 2012 – Artwork Specifications

Artwork Deadline: August 5, 2011

Artwork arriving August 6-12 will be subject to a \$50 fee | Artwork arriving after August 12 will be subject to a \$75 fee.

PHOTOGRAPHY: The best ads always start with great photography!

We highly urge you to hire a professional photographer (a list of recommendations is enclosed). The most effective images exhibit jewelry on a clean, simple background. You must provide good quality, 35mm slides, 4x5 transparencies or high-resolution digital image files (be sure to keep one set/copy for yourself and send a duplicate set to us).

ORDER FORM: Each artist must submit a completed ORDER FORM along with the artwork. We cannot process your page or list you in our index without this form.

ARTWORK SUBMISSION: You may submit your artwork in one of the following three ways:

1. CUSTOM PAGE • *Advertiser is responsible for all design and final layout.*

- **DIGITAL FILES:** Our Digital File Specifications are enclosed. Please ask your designer or service bureau to review these specifications BEFORE they proceed with any design or scanning. Digital file templates are available for download at: <http://www.designerjewelryshowcase.com/Advertise/templates.aspx>
- **TRADITIONAL ART:** If you need to submit traditional (non-digital) artwork, please contact us for an artboard package*. You must paste an FPO (For Position Only) photocopy or print made from each of your images directly on the art board. FPO prints must reflect the exact size, position and cropping that you want to appear on your final ad. Any type, logo art or keylines should be set at 1200 dpi. We will not accept art boards without position prints.

**Additional production charges may apply to your ad when submitting traditional art (i.e. black background, reverse type, etc.).*

2. PAGE DESIGN SERVICE • *Serbin Communications custom designs your ad for \$195 per page or card*

- Send us your photographs and provide, in writing, the exact copy you would like to appear on your page (name, address, phone, photo credits, etc.).
- If you have a rough idea of how you would like your page to look, feel free to sketch it out for us.
- One of our graphic designers will contact you directly regarding the design procedure.

3. STANDARD TYPESETTING • *Serbin Communications will set your type for \$65 per page or card*

- Choose one of our Standard Design Patterns and a Typestyle.
- Complete the STANDARD TYPESETTING FORM and send it to us with your photographs.
- Our production department does the rest.

PAGE NUMBERS: We will place page numbers on all pages in the book that have a white background. To make it easier for potential buyers to locate you in the book, we strongly recommend that you design your ad with a white background in the page number area to allow us to place a number on your page. The page numbers will be removed on your postcards.

PRESS PROOFS: We will send you a color press proof of your page in October via FedEx. You will have two days to review the proof and return it to us, with any corrections indicated in writing. Your proof must be returned via overnight courier.

PRODUCTION QUESTIONS? CALL US TOLL-FREE AT (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