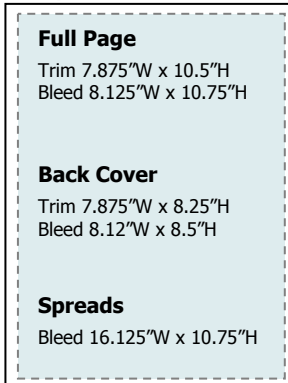


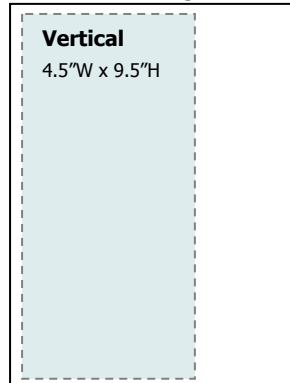
Production Specifications

2010

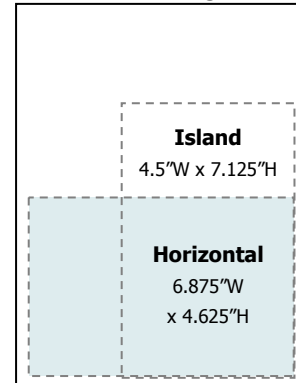
Full Page, Back Cover & Spreads



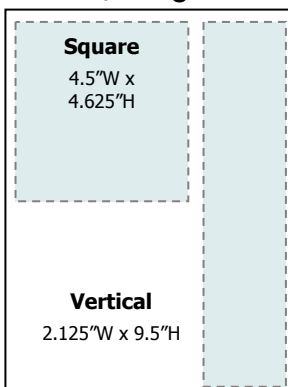
2/3 Page



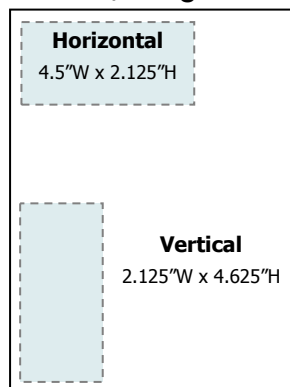
1/2 Page



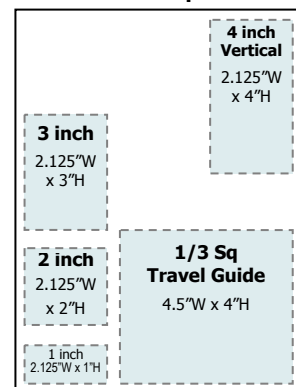
1/3 Page



1/6 Page



Travel Guide/ Marketplace



PRODUCTION SPECIFICATIONS

All 4/C images should be supplied CMYK at a resolution of 300 dpi at 100% final size, and a maximum color density of 300. Advertising will be accepted via ftp site or on a disk. Ads will not be accepted by e-mail.

FTP SITE INFORMATION

FTP IP: 204.118.110.42

Login Name: vendor Password: autoclub

1. Place in a folder identified with issue date, publication, ad name:

Example: 0907_Alabama_Hertz

2. Stuff or zip the folder. Include native files, fonts, high res graphics, and a low res pdf.

3. Place in proper publication folder within "UPLOAD_ADS_HERE" folder. Ads for each publication should be placed in that publication's folder.

4. Send confirmation e-mail for *Alabama Journey* to moritz.miriam@aaa-calif.com

DIGITAL AD SUPPLIED ON A DISK

Materials will be accepted on CD or DVD. Preferred programs include QuarkXpress, InDesign, Illustrator and Photoshop. Provide all fonts and high res images; include a print-out of fonts and graphics. If you are supplying a pdf, please include native files, fonts and graphics. Supplied digital ads require a SWOP standard color proof.

SHIPPING INSTRUCTIONS

Send ALL materials to:

Miriam Moritz

Alabama Journey

3333 Fairview Road, A327

Costa Mesa, CA 92626-1698

Tel: 714-885-2392

Fax: 714-885-1109

moritz.miriam@aaa-calif.com

