

2000 MarkeTips Advertising Specifications*

You must have approval from your Contracting Officer at GSA before an ad can be placed

Mechanical Requirements:

Page Trim size 8.5" x 11"

Live Image Area:

1/2 Page (horizontal) 7.5" x 4.5"
1/4 Page (vertical) 3.625" x 4.5"

Bleeds Are Not Accepted. Ads must remain within the Live Image Area specified above.

Fonts:

All ads created for use in MarkeTips must use approved fonts only.

GSA Identifier:

All ads must include the GSA Identifier. The Identifier must be placed in the upper right hand corner of the ad and must be the same size as submitter's logo. Identifier can be obtained by calling Paul Krysztoforski on (703) 305-7316.

Electronic Files:

Macintosh platform, Quark Xpress 3.32 or 4.0. Must include Quark eps file as well as Quark document file, all approved fonts, tifs and eps files used within document.

Freehand 8: Must include Freehand eps file as well as Freehand document file, approved fonts, tifs and eps files used within document.

Files can be sent on Macintosh zip, jaz or CD.

If product is available on GSA Advantage! or is under Schedule, this information must appear in ad. If it is affiliated with JWOD, their identifier must be included. Advertising

web sites other than GSA Advantage! is not authorized.

Ads submitted, not in compliance with above specifications will not be accepted for publication

Approved Font Selection for MarkeTips

Complete families may be used (i.e., book, book oblique, bold, bold oblique, black, black oblique, etc.)

San Serifs:

Eras
Franklin Gothic
Frutiger
Futura
Futura Condensed
Gill Sans
Helvetica
Helvetica Condensed

Serifs:

Benguiat
Bodoni
Cheltenham
ITC Clearface
Galliard
Adobe Garamond
Garamond Condensed
ITC New Baskerville
Serif Gothic

Scripts:

Brush Script
Mistral
Linoscript

Specialty:

Peignot
Cooper Black
AachenBold
Comic Sans MS
Zapf Dingbats
Wingdings Regular
Wingdings 2 Regular
Wingdings 3 Regular

****MarkeTips reserves the right to placement of ads as well as any and all changes that are deemed necessary.***