ABOUT OUR TEMPLATES

NATIONAL MEDIA SERVICES, INC. offers a wide range of templates to help the customer in the design of his or her artwork. We highly recommend that you use our templates only when sending press ready artwork files.

Artwork which does not fit the requirements presented by NATIONAL MEDIA SERVICES, INC. will be returned to the client for proper adjustment.

We currently offer our templates in two formats; PDF and EPS. These may be imported into most design programs and set as a separate layer. PLEASE DO NOT submit press ready art with the template lines on it.

Press ready files may be submitted in PDF, EPS, or Tiff formats, provided that they meet the following requirements.

1. Artwork was designed using a NATIONAL MEDIA SERVICES template
2. Artwork was designed in CMYK format
3. Artwork is not below 300dpi
4. When using CMYK values for a rich black, make sure CMYK settings are C=30, M=30, Y=30, K=100.

If sending native files as press ready art, please make sure of the following.

1. All fonts and graphic links have been included
2. All fonts must be in TrueType Format.
3. All graphics must be no less than 300dpi

NATIONAL MEDIA SERVICES, INC. currently excepts native files for PC in the following formats.

CorelDraw Version 13

Adobe Indesign CS3

Adobe Illustrator CS3

Adobe Photoshop CS3

IMPORTANT! Before sending press ready artwork, please make sure that all requirements have been met. Please also check all spelling and text content for errors.

Any necessary corrections to your artwork by our art department will result in an additional $85 artwork charge.

If you have any further questions or concerns regarding your artwork, please feel free to contact us at:

NATIONAL MEDIA SERVICES, INC.
613 North Commerce Avenue
Front Royal, Virginia 22630

www.NationalMediaServices.com
Ph: (540) 635-4181 • Fax: (540) 636-4240

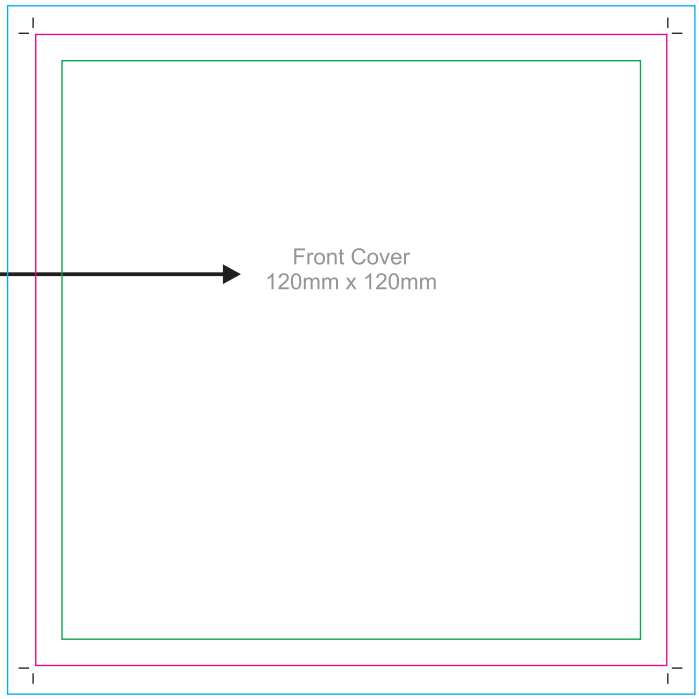
USING OUR TEMPLATES - PLEASE READ!

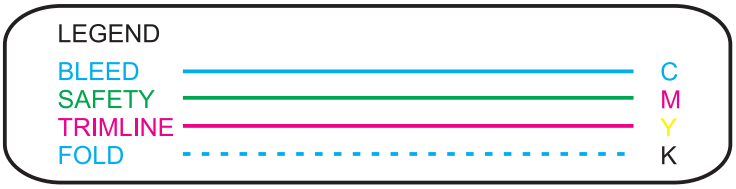
IT IS VERY IMPORTANT that you understand how to use our templates. Any customer provided artwork which is not set up properly results in time delays to your project. Please do not hesitate to contact us by phone or email if you have any questions or problems regarding the design of your project.

Templates include guide lines
to show the trim, bleed and type safety margins.

Panel descriptions and size measurements.

Crop marks used in production to indicate
trim size once piece has been printed.

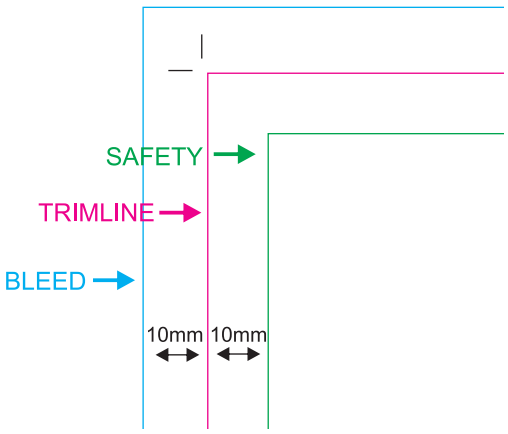




magenta (pink) guide lines show where the piece will be trimmed to final size.

cyan (light blue) lines show the 10mm of bleed where needed.

green lines shows the type safety area. Any text or graphic elements that extend beyond this box risks being trimmed off during cutting.



BLEED - It's very important to use bleed. Printed pieces are cut to size in stacks and do not get cut exactly on the trim lines. Bleed is the background image extending beyond the trim line which is cut away. This prevents any blank spaces of paper from showing along the cut edges. The same applies to type safety margins. Any type placed beyond the safety margins risks being cut off.

Illustration A shows a 2 panel design without the necessary bleed. Notice also how the text and graphics are too close to the trim line. **Illustration B** shows the same layout with the background extended for proper bleed. Text and graphics have also been adjusted to fit within safety margin.

Illustration A - UNACCEPTABLE ARTWORK

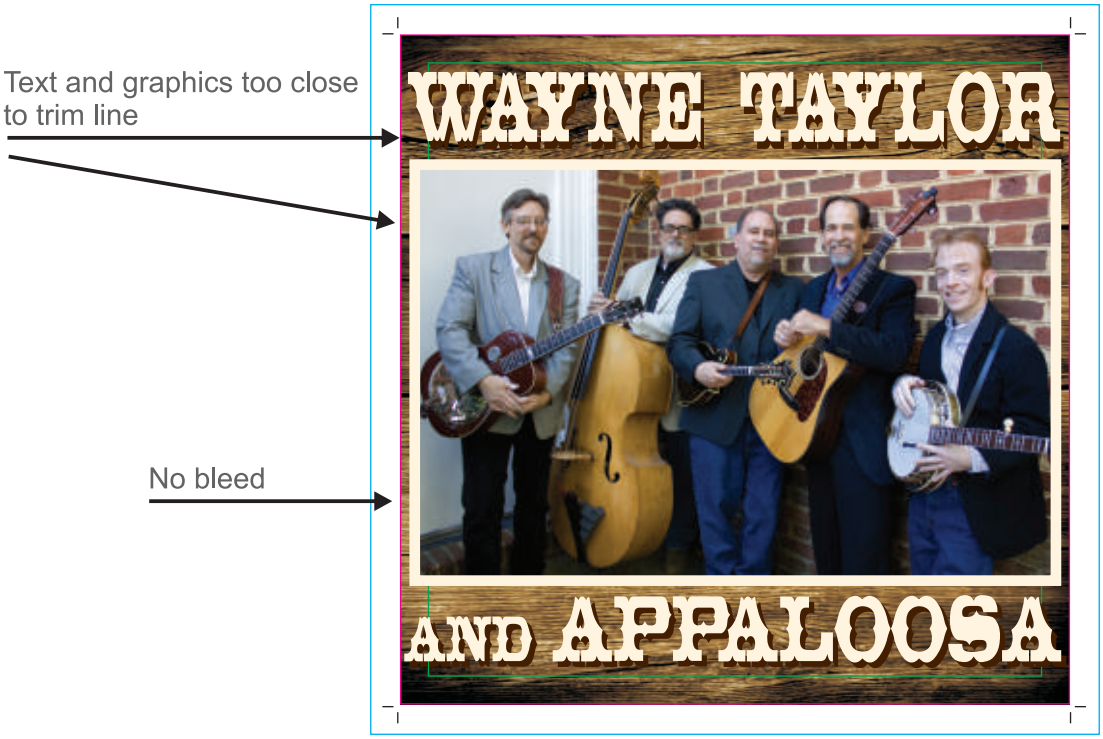
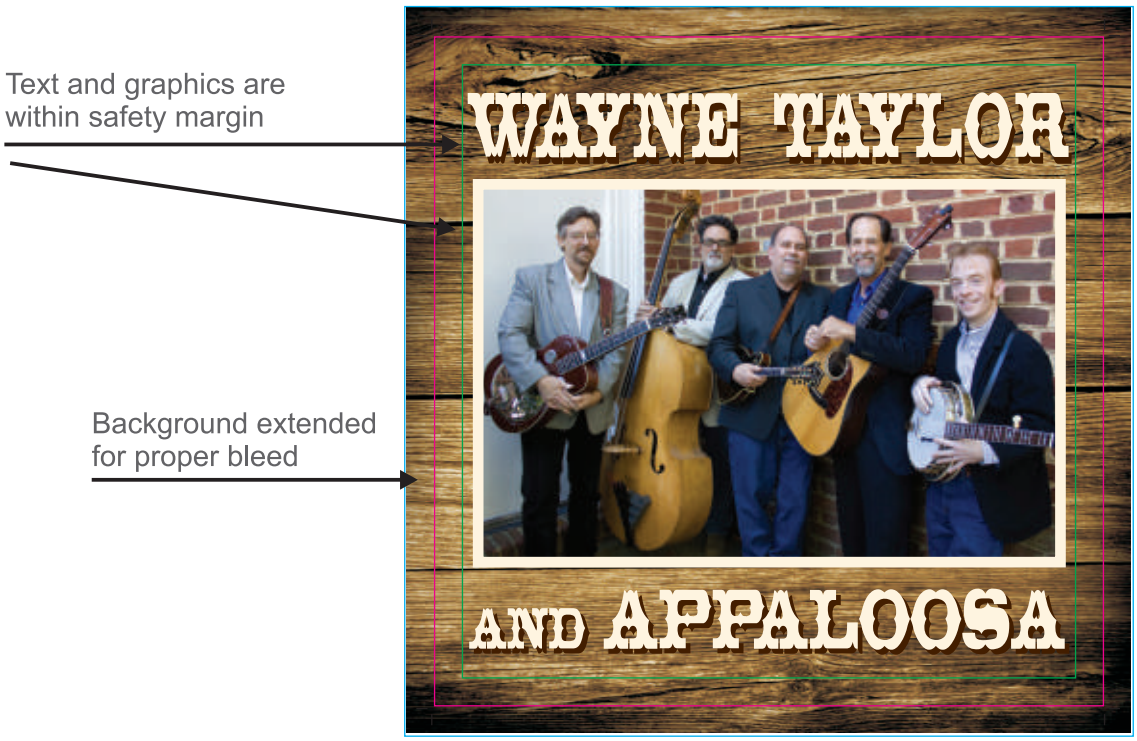
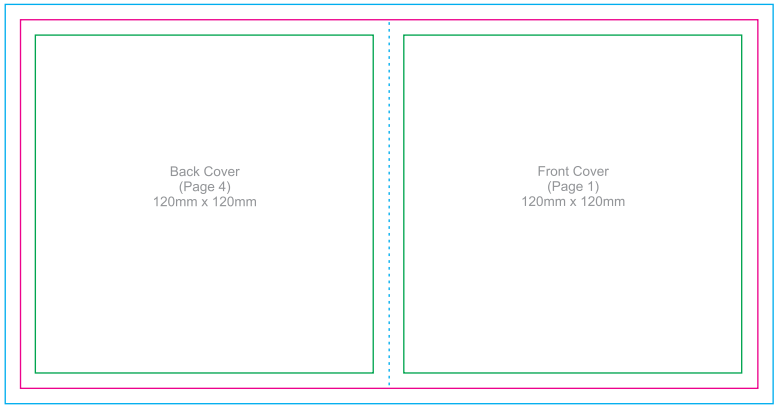


Illustration B - ACCEPTABLE ARTWORK

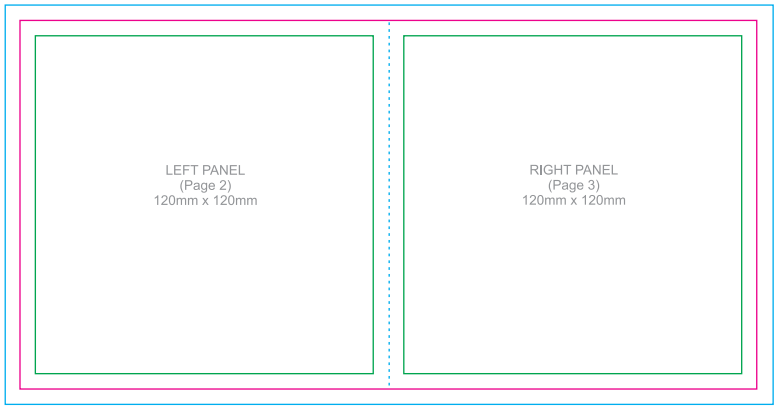
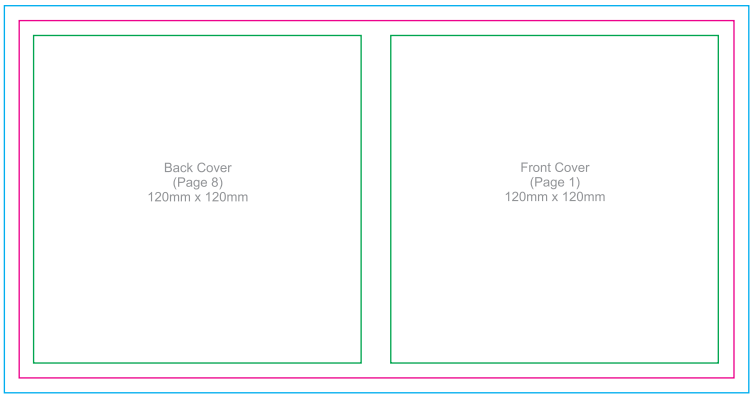
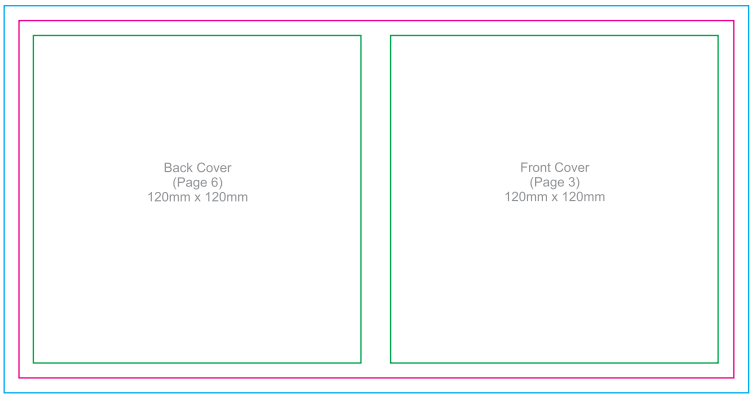
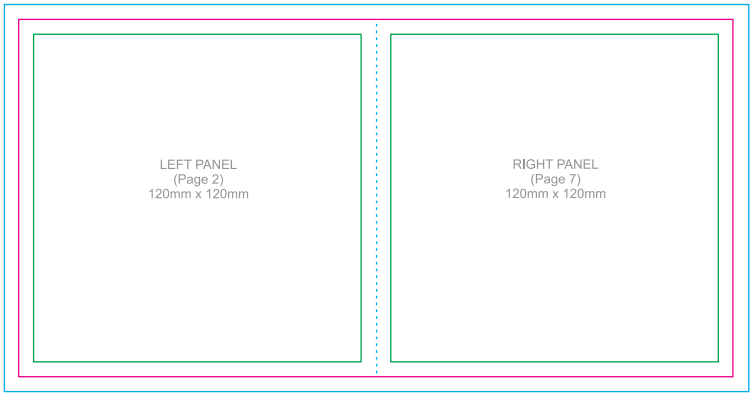
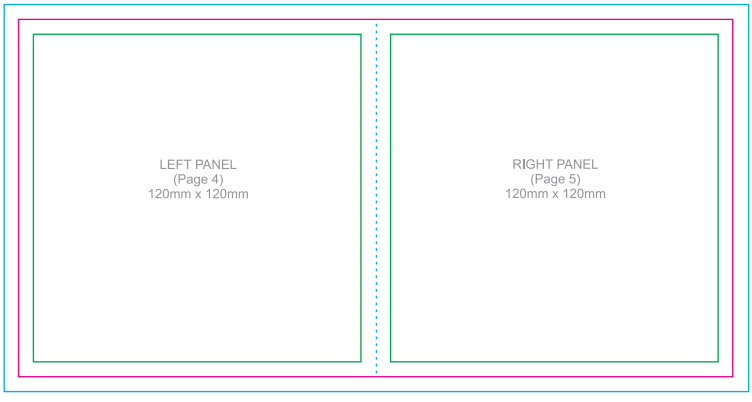


4 Panel Booklet designs

SIDE 1



SIDE 2 (Interior)



8 Panel Booklet designs (Using the 4 panel template)