

# 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.***