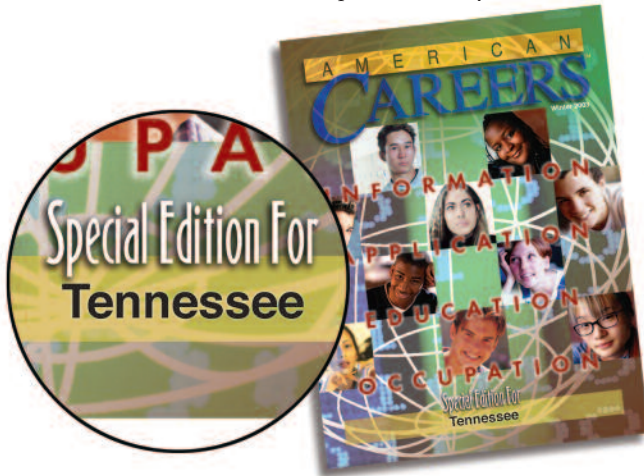


# How to Customize American Careers

With orders of 10,000 copies or more, you can customize the inside front, inside back and back cover pages of *American Careers* high school, middle school, health careers and parent editions. Four- or eight-page inserts also are available for you or your sponsors to provide readers with information about your career preparation programs, scholarship opportunities and more. Your name also will appear on the front cover of the *American Careers* publication you customize. Call 1-800-669-7795 for more information and pricing.



## DESIGN REQUIREMENTS FOR CUSTOMIZED PAGES

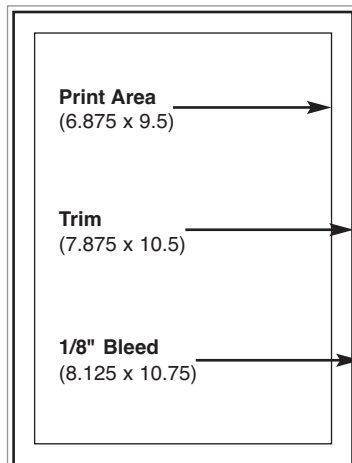
Our design staff will be happy to design your customized pages or assist you if you'd like to design your own. Following are some specifications.

### Want us to design your pages?

- Type your content using Microsoft Word and save your file as Word 6.0.
- Photos and other computer graphics need to be 300 dpi (dots per inch). They must be the same size or larger than the desired final size.
- Attach your typed content files to an e-mail to [ccinfo@carcom.com](mailto:ccinfo@carcom.com). Save your photos/graphics files on a CD-ROM or Macintosh-formatted Zip™ disk, and mail it to us at the address below.

### Want to design your own pages?

- Supply your pages on a CD or Macintosh-formatted Zip™ disk.
- Use **only** the following software for the Macintosh:
  - QuarkXPress
  - Photoshop
  - Word 98+ (must save files as Word 6.0)



- Photos and other computer graphics need to be 300 dpi (dots per inch). They must be the same size or larger than the desired final size.
- All fonts must be included on the CD or disk.

### .pdf file requirements

- Follow page size on chart below.
- Make sure color mode is CMYK, not RGB.
- All fonts must be embedded.
- Resolution is 2400 dpi.
- Frequency is 300 lpi.
- Bleed is 1/8".
- Make sure registration is on.
- Send your files to us on a CD or Macintosh-formatted Zip™ disk. To ensure that final output will look like your design, also be sure to send:
  - Original graphics
  - Both the printer and the screen font suitcases of the fonts you used, and
  - A full-sized, hard-copy printed proof that will be used for comparison with output from your files.

**Please call for more information.**  
**1-800-669-7795**

●●■ **career communications, inc.**

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