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PREFERRED PROOF FORMAT

Customer: _____

Preview of artwork by fax leaves much to be desired. To improve your ability to see how the product you are ordering will look and reduce chances of costly errors and turn-around time, we offer proofs by:

- 1) **Adobe Acrobat® Portable Document File (.pdf)**
- 2) **Web Graphic (.jpg or .gif)**

Please let us know how you would like to receive your proof(s). Please fill out and **fax this information sheet back to us.**

1) Adobe Acrobat® (Recommended) – It is VASTLY superior to other methods.

- It is clean, clear and crisp.
- It is in color.
- You can zoom in or out to view fine detail or "the big picture."
- It can be easily forwarded by email to anyone with Internet access.
- Clear, crisp copies can be printed for internal distribution.
- It has a minimal download time.

Adobe Acrobat is an industry and Government standard for document distribution on the Web. It is often bundled with other programs. You may already have it on your computer. Click on www.wcbs4supplies.com/info/pdfTest.pdf to see if you already have it. You should see a small "Adobe Acrobat PDF test OK" message.

If you do not have it, Adobe Acrobat Reader and installation instructions may be downloaded **FREE** from Adobe's Web site at www.adobe.com/products/acrobat/readstep2.html.



Send .pdf format Proof to email: _____

2) Web Graphic – If Adobe Acrobat is not possible, **.jpg** or **.gif** are preferred for color.

- It is in color.
- It can be forwarded by email although the files tend to be quite large (10 times larger than Acrobat.) Downloads can be quite long especially for those with dial-up access.
- Resolution is limited. Printed copies are not nearly as clear.

JPEG or **GIF** are universal graphic formats that can be opened by most graphics programs and all Web browsers. There is no zoom capability for looking at fine detail. The resolution is low and depending on the product, file sizes may be prohibitive.



Send .jpg or .gif format Proof to: _____

3) Fax – Most appropriate where low resolution will not effect accuracy.



Send Proof by Fax. Fax Number: _____

Attention: _____