

GRAPHIC STANDARDS AND SPECIFICATIONS

ADDING YOUR OWN PERSONAL TOUCH TO A PROMOTIONAL AT&T PHONE CARD IS EASY.

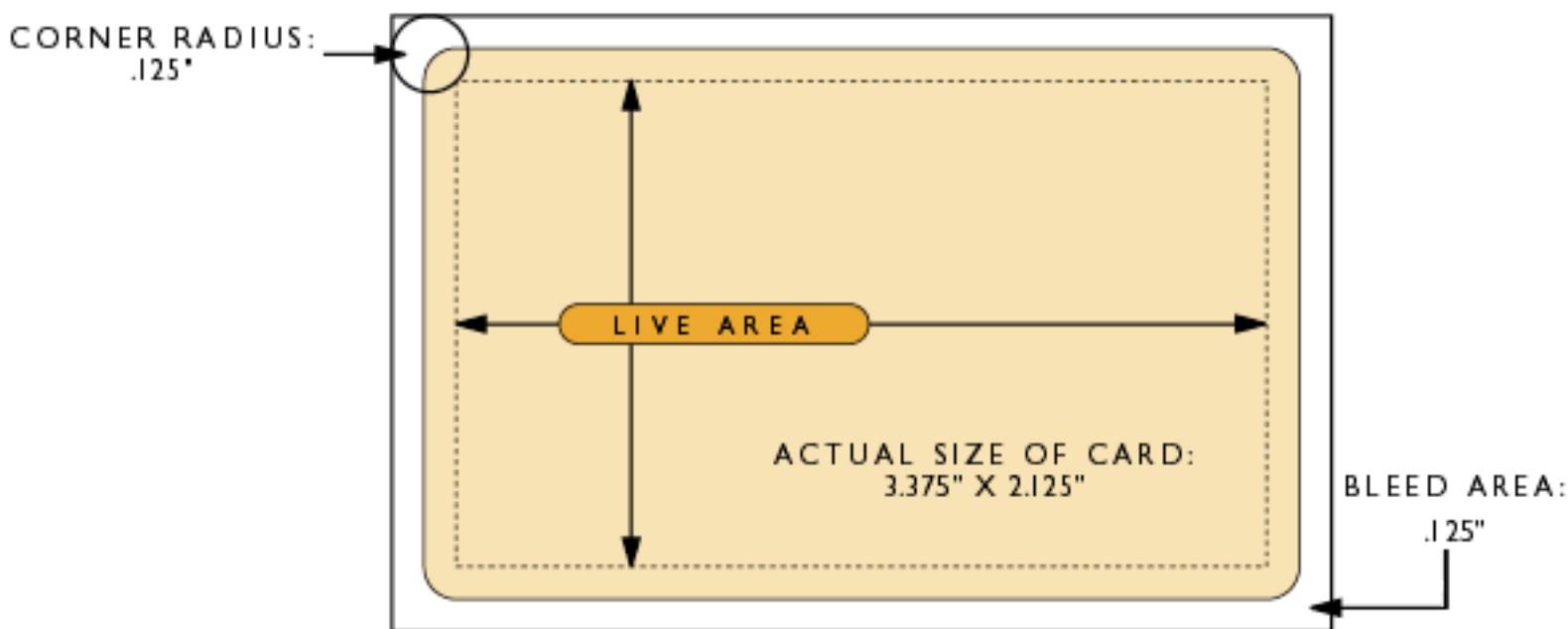
First, select the option that best suits your needs: a Pick-a-Picture Phone Card with your logo or a fully customized Build-your-Own Phone Card. Then review the graphic standards/artwork specifications. These standards are set up to ensure that your artwork meets our established production process. Artwork received needs to be reproduction quality. Failure to meet these standards may delay the production and delivery of your cards. Card production is handled through the AT&T graphics department, a Macintosh-based and electronic media environment. All artwork prepared for card production is released to print vendors in disk format for output as electronic files. If you are having your own designer/advertising agency provide the artwork, it is important that you share these guidelines with them.

GRAPHIC STANDARDS/ARTWORK SPECIFICATIONS FOR PREDESIGNED TEMPLATE CARDS

- Logos and words you provide us with should convey your sales message effectively while being visually interesting. They must be able to be incorporated into the predesigned format.

GRAPHIC STANDARDS/ARTWORK SPECIFICATIONS FOR FULLY CUSTOMIZED CARDS

- Artwork for cards should be prepared for full color printing. This includes the option for full or partial bleeds.
- Designs should be in horizontal format.



- Copy should be kept within the live area of the card, away from the trim edges.
- The card denomination must be displayed along with legal requirements.
- For international or global PINS:
 - Within the U.S./International rates vary.
- For domestic PINS:
 - Within the U.S./Can. and Carib. rates vary
- The AT&T logo must be displayed. Please visit www.att.com/brand for logos and guidelines.
- Images used for artwork should convey your sales message while being visually interesting (marketing research has shown that simple photographs are most effective). Copy should be kept to a minimum, to maximize impact and visual appeal.
- AT&T will review all artwork to ensure that production requirements are met. Any adjustments deemed necessary will be made by AT&T.

GRAPHIC STANDARDS AND SPECIFICATIONS

AT&T REQUIREMENTS FOR BOTH PREDESIGNED TEMPLATE CARDS AND FULLY CUSTOMIZED CARDS

- AT&T reserves the right to reject any information that fails to meet our standards of quality for subject matter or that negatively affects our image.
- Copyright and trademark information must be included with the artwork. AT&T is not responsible for protecting the product or service promoted through this offer.

ARTWORK SPECIFICATIONS ON HOW THE ARTWORK SHOULD BE PROVIDED TO US FOR BOTH PREDESIGNED TEMPLATE CARDS AND FULLY CUSTOMIZED CARDS

Electronic Platform: Macintosh

Preferred Programs:

- QuarkXPress™
- Adobe Illustrator®
- Adobe® Photoshop®

(AT&T cannot assure software compatibility for programs not listed above.)

AT&T will require file conversion to the Macintosh platform. When PC files are forwarded, it is essential to use the correct file extension for the software package(s) used (i.e., .psd = Photoshop document, eps = Encapsulated PostScript).

Note: AT&T will attempt software file conversion when necessary. If results do not meet required standards for reproduction, new files will be requested, possibly affecting delivery schedules.

- Media: 100 megabyte ZIP Disk or CD-ROM. E-mail files not to exceed 2 megabytes.
- Electronic files should be set up fully composed, ready to output (not For Position Only). Scans/CD-ROM Images/Photos: should be saved as CMYK EPS/TIFF files at 100% size. Resolution should be at least 300 PPI (Pixels) when sized to 100% card size. Backgrounds, whenever possible, should be composited with other artwork in the same application. Files which include clipping paths may be saved as CMYK EPS files. Any rotation or distortion of files should be done in Photoshop® to facilitate output. No DCS.
- Artwork files downloaded from the Internet/web sites are unacceptable for use as artwork. Artwork from web sites, customarily saved as JPEG/GIF files, have a resolution quality too low to meet print reproduction standards.
- Electronic files should include all type fonts (screen and printer) and imported graphics on disks. (Indicate on disks or with separate hard-copy software packages used on files.) Include 2 printouts (color preferred) of artwork.
- Any photography not received on disk is requested in the form of a slide, chrome, or negative. Any preprinted photographs (e.g., screened magazine pictures) or paper photography are unacceptable as art.
- Illustrations, camera-ready line art or tone art not received on disk will be scanned, converting it to electronic format. Note: Line art with screens is unacceptable for scanning.
- Printing for card orders is through Four Color Process. Even specified PMS colors will be achieved through a mix of Four Color Process. (Color trueness in printing laminated cards holds to conventional industry standards for Quality Printing.) If color requirements remain even more critical than this, special arrangements (for spot color printing) must be indicated when card orders are placed.
- Upon request, AT&T will provide press proofs for orders of 25,000 cards or more (additional cost and scheduling delay).
- All artwork forwarded to AT&T for use in Phone Card production will be returned to sender after printing of cards is completed.