

# YOUR GUIDE TO ADVENTURE

The exciting new travel guide series published by the Tri-City Weekly

## ADVERTISING SPECIFICATIONS

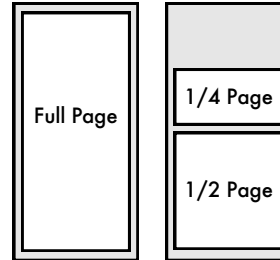
V I S I T O R   G U I D E



### AD SIZES

Full Page.....3 1/2" x 7 7/8"  
1/2 Page.....3 1/2" x 3 7/8"  
1/4 Page.....3 1/2" x 1 7/8"

\*Final trim size: 4.125" x 8.5"



### Deadline:

- AD deadlines 3 weeks prior to publish date.

## MECHANICAL INFORMATION

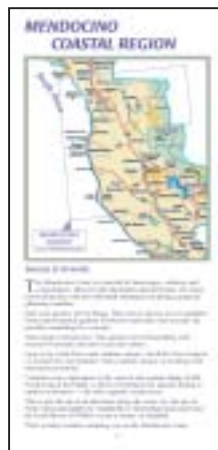
**A. Electronic Submissions (Preferred):** Digital ads are accepted on Zip 100MB disks or CD-ROM. Files accepted via email transmission on a case-per-case basis. All ads sent digitally should be compressed using Stuffit Deluxe or Ziplt and saved as a self-extracting archive. Our address for sending ad materials is [ads@yourguidetoadventure.com](mailto:ads@yourguidetoadventure.com). Digital color proofs are required for color ads; laser proofs are sufficient for black & white ads.

**B. Images:** Photographic images should be scanned at 300dpi. Line Art should be scanned at 600dpi. We use 133 line-screen. The resolution of your images at final size and crop should be at 300dpi. Color Mode: CMYK or Grayscale. (convert all RGB images to CMYK) File Formats: PDF, TIFF (image compression: None; Byte Order: Macintosh) or EPS (save encoding as Binary, not as ASCII or JPEG). JPEG files will not be accepted. EPS files need to be accompanied by all fonts used in the document.

**C. Fonts:** Use only Mac Postscript fonts in your document. Do not use TrueType fonts. If your document was created in an illustration program, please convert all fonts to paths to avoid font conflicts.

**D. Software:** Our production department is Mac-based and is printed Offset. If not sending a PDF file, we prefer native files using QuarkXPress 4.1, Pagemaker 7.0, MultiAd Creator 6.5, but will accept EPS or TIFF files in Adobe Illustrator 10.0 or Photoshop 7.0.

For any questions regarding advertising specs, please contact Kenny Priest at (707) 443-5672 or [production@yourguidetoadventure.com](mailto:production@yourguidetoadventure.com)



**Editorial Page Examples**

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