

SOFT COVER PUBLICATIONS DISPLAY AD SIZED AND ARTWORK SPECIFICATIONS

<p>Full Page</p> <p><i>Trim Size:</i> 5.125"W x 8.125"H</p> <p><i>Bleed Size:</i> 5.375"W x 8.375"H</p> <p><i>Non-Bleed Size:</i> 4.375"W x 7.5"H</p>	<p>2/3 Page Vertical</p> <p>2.95"W x 7.5"H</p>	<p>1/2 Page Horizontal</p> <p>4.375"W x 3.687"H</p>	<p>1/2 Page Vertical</p> <p>2.125"W x 7.5"H</p>
<p>1/2 Page Island</p> <p>2.95"W x 5.687"H</p>	<p>1/3 Page Vert</p> <p>1.375"W x 7.5"H</p>	<p>1/3 Page Square</p> <p>2.95"W x 3.687"H</p> <p>1/3 Page Square</p> <p>2.95"W x 3.687"H</p>	<p>1/4 Page Horizontal</p> <p>4.375"W x 1.75"H</p> <p>4.375"W x 2.4375"H</p> <p>1/3 Page Horizontal</p>
<p>1/4 Page Vertical 1/4 Page Vertical</p> <p>2.125"W x 3.687"H</p>	<p>1/6 Page Vert</p> <p>1.375"W x 3.687"H</p> <p>1/6 Page Vert</p>	<p>1/6 Page Horizontal 1/12 Page</p> <p>2.95"W 1.375"W x x 1.75"H 1.75"H</p> <p><i>Note: These ad sizes are not available in all publications, please check with your sales rep for availability.</i></p>	<p>1/8 Page Horiz 1/8 Page Horiz</p> <p>2.125"W x 1.75"H</p> <p><i>Note: These ad sizes are not available in all publications, please check with your sales rep for availability.</i></p>

GETTING ARTWORK TO VISITORS CHOICE

EMAILING ARTWORK:

- Email files under 10 megs in size to production@visitorschoiceusa.com
- Please include the company name in the subject line

SENDING ARTWORK TO OUR FTP SITE:

- Files up to 50 megs in size can be sent directly to our FTP site
- You must use FTP client software to upload the files (SmartFTP, CuteFTP, Fetch, etc.)
- The Domain Name is ftp.visitorschoiceusa.com
- The Username is **visito2**
- Contact our office at **541-312-8072** for current Password information

FAXING INFORMATION:

- Data sheets, listing text and example layouts can be faxed to our office at **1-541-312-8077**
- We cannot accept actual artwork over the fax, but we can accept listing information and example layouts for ads

MAILING ARTWORK TO OUR PRODUCTION OFFICE:

- Artwork for scanning or electronic media (DVD, CD, disks, etc) can be mailed to our office
- **19800 Village Office Court Suite 201, Bend, Oregon 97702**
- Unless otherwise requested, original art materials will be returned to the client after the press date of the publication
- Copies of electronic materials (DVD, CD, etc.) will not be returned unless requested or if they are original materials (corporate stock photo disks, etc.)

VISITOR'S CHOICE

ACCEPTABLE MATERIAL

LOGOS, IMAGES & PHOTOS:

- JPG, EPS and TIFF formats
- Must be high resolution - 300 dpi minimum
- **Web Images are NOT accepted**

FULL FILES - MACINTOSH PLATFORM:

- Preferred file format is Adobe Acrobat PDF. The files should be saved at 300dpi with all fonts and images embedded.
- **Quark Express:** Collect file for output so that all images will be included in the file and copy of the original Quark document will be attached. Be sure to include all fonts and that all photos are CMYK.
- **Freehand or Illustrator:** Make sure to include all fonts used in ad and make sure file is CMYK.
- **Photoshop:** Scanned files from Adobe Photoshop must be a little larger than the size that they will be reproduced. Images must be CMYK in EPS or TIFF format and 300dpi.

FULL FILES - PC PLATFORM

- Preferred file format is Adobe Acrobat PDF. The files should be saved at 300dpi with all fonts and images embedded.
- **Freehand or Illustrator:** Make sure to include all fonts used in ad and make sure file is CMYK.
- **Photoshop:** Scanned files from Adobe Photoshop must be a little larger than the size that they will be reproduced. Images must be CMYK in EPS or TIFF format and 300dpi.
- **WE DO NOT ACCEPT FILES IN EITHER MICROSOFT PUBLISHER FORMAT OR MICROSOFT "WORD ART" FILES**

IMAGES FOR SCANNING:

- Our production office has limited capability to scan flat, non-transparent artwork as follows:
- Photographs up to 8"x10"
 - Stationery, menus, business cards, etc.
 - We cannot use scanned images from post cards or catalogs due to copyright restrictions
 - We cannot scan slides or transparencies
 - If you have used the material in another promotion, the material may be available electronically. Please provide the name and phone number of the printer or designer to our Production Coordinator who will see if the materials can be emailed.
 - Visitor's Choice cannot guarantee the quality of the images scanned.
 - Visitor's Choice reserves the right to refuse to publish images of extremely low quality and/or objectionable material.