



GRAPHIC & ARTWORK REQUIREMENTS: HOTEL DIRECTORIES

I. DESIGNING YOUR AD

A. Send ad components (logos, photos, etc.) that you would like included in your ad; or you may send us a finalized version. Include your layout ideas, pictures and verbiage of what you want to include and/or feature in your ad. Our goal is to create the ad as you envision it.

1. **Digital Files:** Email the files to tracie@mountainsky.biz. (In the body and/or subject line of your email, please be sure to include advertiser name, city and contact information.)
2. **Software:** All of our digital designing is done on the Macintosh platform. We can accept files prepared in:
 - **Adobe InDesign CS 2-4 (.inx)** • **Adobe Illustrator (.ai, .eps)**
 - **Adobe Acrobat (.pdf*, vers 8 or lower)** • **Adobe Photoshop (.psd, .tiff, .eps)**
 - Files from other programs must be saved as an eps, tif, pdf or high resolution jpeg. *Be sure to include fonts and all linked files.*
***PDF is our preferred format, in that it encapsulates the fonts and images directly into the file and avoids issues with transferring images and fonts. Export or Save to a PDF from your native file.**
 - Place multiple files in a folder and compress it with "Stuffit" (MAC) or "WinZip" (Windows) prior to sending.
3. **Hard Copies:** You may send hard copy by mail. *Note about printed materials:* Samples from magazines, color brochures, flyers, letterheads, envelopes and business cards are our second choice for artwork. Although we can use these items, the quality may not be as high as if we are provided original art. *If copying from an ad, make sure you have obtained copyright permission to use anyone else's copyrighted artwork.*

Note: If you are sending hard copy that will need to be scanned, please keep these points in mind:

- a. The cleaner the art, the better.
- b. Colored or textured paper stock may introduce a pattern in the background that cannot always be eliminated in the scanning or retouching process. Try to send us high contrast art on plain, white paper.
- c. Large sized art with imperfections will appear much cleaner when it's sized down. Conversely, small art that has to be enlarged will show every imperfection.
- d. Please do not send negatives, transparencies or slides.

II. AD SIZES

- Full Page = 6.5" Wide x 9.75" High
- 1/2 Vertical = 9.75" High x 3.125" Wide
- 1/2 Horizontal = 6.5" Wide x 4.75" High
- TV Page = 6.125" Wide x 5" High (B/W only)
- 1/4 Horizontal = 6.5" Wide x 2.25" High
- 1/4 Vertical = 3.125" Wide x 4.75" High
- 1/8 Page = 3.125" Wide x 2.25" High

Deadline for artwork is: _____ **Job #** _____ **Area** _____

Name of business: _____

If you are unable to meet this deadline; we will either create an ad for you, or run the same as last year (if indicated).

We will not be responsible for any errors in content if we have not recieved either approval or art for your ad by the deadline.

Signed _____ **Date** _____