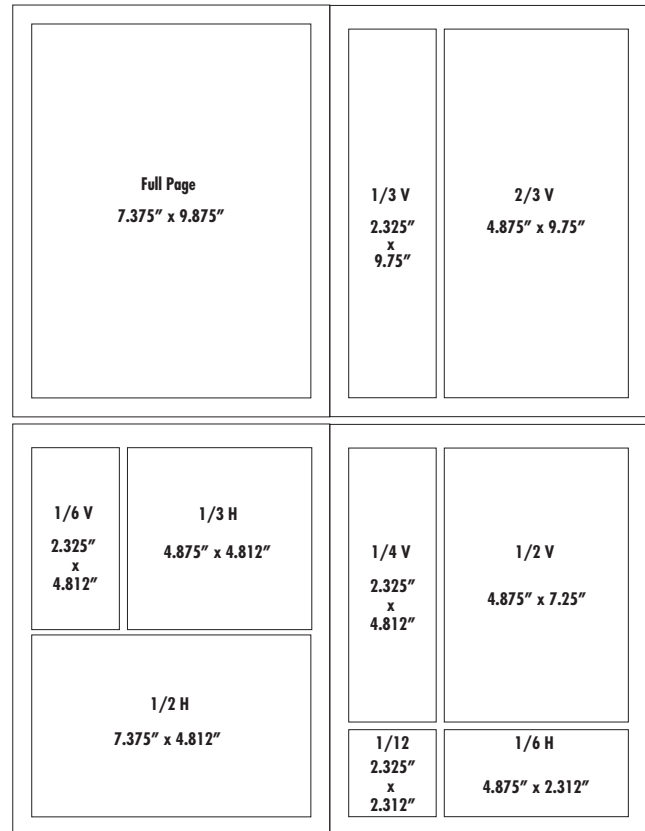


CityGuide

Mechanical Requirements

Unit Sizes	Width	Depth
Publication Trim Size (.5" margins, 3 columns with .2" gutter)	8.375"	10.875"
Bleed Page	8.625"	11.125"
Full Page	7.375"	9.875"
2/3 Page Vertical	4.875"	9.75"
1/2 Page Horizontal	7.375"	4.812"
1/2 Page Vertical	4.875"	7.25"
1/3 Page Horizontal	4.875"	4.812"
1/3 Page Vertical	2.325"	9.75"
1/4 Page	2.325"	7.25"
1/6 Page Horizontal	4.875"	2.312"
1/6 Page Vertical	2.325"	4.812"
1/12 Page	2.325"	2.312"

Ad Sizes Available



Ad Submission Specifications

We would prefer that all ads be submitted in their native form (Quark, Illustrator, InDesign) Files can be Mac or PC though Mac is preferred. We would also like a PDF or a hard copy printout/proof of the ad. If you are submitting an ad created in Quark, please include all fonts plus supporting graphics (high resolution, 300 dpi or higher, tif or eps, no jpeg). If you are submitting an ad created in Illustrator, all fonts must be converted to outline and your file should be saved as an eps. All ads should be created as CMYK or grayscale.

If you cannot provide one of the above formats we will accept PDF files, however, they must be hi res PDFs suitable for print. If you choose to do this, please make sure that your fonts have been embedded. At times, we have experienced text reflow and display issues with PDFs. Therefore, we are not responsible for any problems with these files.

If you have created your ad in a format other than that stated above, please contact us to discuss other options for submission.