



For more information:



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MAPWEST digital file specifications for print and web.

MAPSF, MAPWHARF, Beach Blanket Babylon® Program and On the Town final film is composed in QuarkXpress 6.1 on the Macintosh platform. Electronic ads are placed into the grid and output as 1 set of composite CMYK film. Therefore, it is imperative that we are able to import or place your electronic file into our Quark document(s). Please provide your disk and a color print or proof. Without a supplied proof, we cannot be responsible for color & layout accuracy. Your ad will not be edited without prior approval.

We Support the Following Applications

Macintosh: QuarkXpress 6.1, Adobe Illustrator CS, Adobe Photoshop CS and FreeHand 8. All placed files (logos, photos, etc.) must be included with your ad. Please notify us prior to submitting Windows files.

Fonts

A copy of all fonts (screen & printer) used in your file must be included with your ad. This will ensure exact duplication. If a font is not included and a copy is not on file, the closest font family will be substituted. NOTE: If your file was built using True Type fonts our production department will substitute it for the closest font available. NOTE: Quark: Do not use the menu bar in Quark to make a font bold, italic, caps, underlined etc. Use specific styles within the font family. Your ad will not output correctly using Quark font attributes.

Photoshop

To accurately separate color photographs, these files must be converted to CMYK mode. If saved as a TIFF file, be sure that LZW compression is not selected. If you have a clipping path in your file, it needs to be saved as an EPS, with DCS separation function off. When saving an EPS file, "Binary" or "Ascii" encoding should always be used. For quality reproduction, all Photoshop files should be at least 300 dpi, and line art should be at least 600 dpi. Photoshop files should not be enlarged more than 110% or reduced more than 80% once placed into a Quark file.

Illustrator

DO NOT PLACE SCANNED ARTWORK INTO ILLUSTRATOR prefer that all artwork be composited in QuarkXpress. When using Illustrator please include the actual editable Illustrator file and an exported EPS. Also, be sure to send any files placed into the Illustrator document.

Pagemaker & InDesign

Please convert a hi-res PDF from native Pagemaker or InDesign files.

Adobe Acrobat PDF

Please contact Map West for information regarding the submission of PDF files.

Production Charges

Ads will be checked to ensure, 1) all placed files are available (in the correct format) and properly linked and 2) that all necessary fonts are available. If modification to supplied files is required, production time will be charged at \$65/hour. Please include the name and telephone/fax number of the designer when sending material.

Logos For Web Site

Your company's electronic ad can be part of the mapwest.com Web Site. Best formats are EPS, TIFF or GIF, 200 x 200 pixels, 72 DPI.

Ship artwork to:

Graphics & Pre-Press
Map West, Inc.
165 Jefferson Street, Suite 2F
San Francisco, CA 94133-1201

Phone: 415.474.3126

FAX: 415.885.6070

Email: graphics@mapwest.com

**We will be happy to
answer your questions.**

Electronic ad artwork can be submitted via e-mail to graphics@mapwest.com, or on disc to the address above. Please do not email files that are larger than 10 MB. 08/07