

Production Information

FOR QG: NYC'S OFFICIAL QUICKGUIDE

MECHANICAL REQUIREMENTS: Method of Printing: Web offset

FORMATS: Ads submitted as PDF (prepress high resolution) and PDFx1a files are preferred (at 600ppi/dpi); Ads can be submitted as Quark XPress or Adobe Creative Suite native files using collect or package to ensure fonts and links are sent with the native files in a complete folder. EPS or TIFF file formats at 600ppi/dpi are acceptable. If using a layout program not listed please contact the Production Manager.

COLOR: All color ads must be sent in CMYK format; All black and white ads must be sent in Grayscale or Bitmap format; No spot, Pantone, RGB or Lab colors.

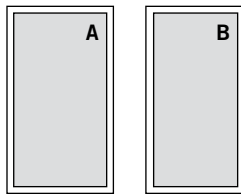
FONTS: Only Adobe Type 1 fonts are acceptable. No True Type fonts can be accepted. If PC or other fonts are used, type must be converted to outlines or embedded into a PDF file.

SCANS/PLACED ARTWORK: For best results, digital ads/artwork must be scanned at (not resampled to) a minimum resolution of 300ppi/dpi. Line art at 1,200ppi/dpi. Perform any rotations, flipping, skewing, etc. to artwork before placing into page layout program. Remove any color profiles when saving artwork. All artwork must be CMYK. No RGB artwork will be accepted. Check all traps and bleeds before sending. Convert all halftones to Grayscale, line art to Bitmap. Files must be saved as EPS or TIFFs (JPEGs, ScitexCTs and others will not output properly with our postscript rip). All artwork must be uncompressed before placing into page layout program. Save EPS files with BINARY encoding (LZW compression or JPEG encoding will not be accepted). Do not "nest" or embed placed art into Illustrator files. Instead, link to placed art and include those art files in the ads collected folder that is sent.

PROOFING: Advertiser assumes all responsibility for the reproduction quality of all ads produced from digital art if a professional quality proof is not sent to MVP/NY. Matchprint, Kodak approval, 3M Rainbow, or Iris proofs are acceptable and must accompany a disk. Final reproduction materials become the exclusive property of MVP/NY.

AD DIMENSIONS:

IF ADS DO NOT CONFORM TO THESE DIMENSIONS, THEY WILL BE RESIZED TO FIT OUR TEMPLATE.



SIZE*	DIMENSIONS
A. FULL PAGE AND COVERS**, ITINERARIES	3.5 X 6.5"
B. GATEFOLD, ITINERARIES	3.125 X 6.5"
C. PHOTO COVER IMAGE	1.687 X 1.563"
D. ADVERTORIAL IMAGE WITH COPY	1.3 X 1.75" + 35 WORDS
E. COUPON	3.5 X 1.5"

* No bleed ads available

** Treat 2 page spread ads as two full page ads, and add " on each side of the center line of spine for safety margin.

*** Available only with purchase of full page ad

FOLLOW THESE STEPS TO PREPARE A DIGITAL FILE

1. Collect any fonts used within the ad.
2. Collect all linked or placed files.
3. Make sure that the resolution of placed line art is at 1,200ppi/dpi and photos at 300ppi/dpi.
4. Convert all elements (placed or native) in document to CMYK format
5. Remove all compression and color profiles from placed artwork.

MVP/NY is not responsible for nor guarantees the accuracy or reproduction quality of materials which do not meet these specifications.

SHIPPING INFORMATION:

ALL MATERIALS MUST BE RECEIVED ON OR BEFORE ISSUE CLOSING DATE.

Email ads to:

qgads@ftp.quickguideny.com

or mail to:

MVP/NY

**Attn: Production Department
79 Madison Avenue, 8th Floor
New York, NY 10016**

To send a files over 10 MBs in size, contact ray.oconnell@morris.com.

WEB ADDRESS:

Be sure to include your Web address in your ad creative. Online editions will include your ad exactly as it appears in print, but for us to legally link the ad to your Web site, your Web address must be included in the ad.

CANCELLATIONS:

Cancellations not received in writing prior to the space reservation date will not be accepted. Advertisers not completing contract schedule are subject to short rate.

RATES:

	1X
Full Page back cover	\$17,647
3rd cover	15,294
front flap (cover 2)	15,294
premium positions	12,950
run of book	10,950
1/4 Page Advertorial	3,000 net
Cover Photo	3,000*** net