

Production Information

FOR WHERE GUESTBOOK® NEW YORK SHOWCASE ADS

MECHANICAL REQUIREMENTS:

TRIM SIZE: 10" x 10"

METHOD OF PRINTING: Web offset.

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: We will format all type using our fonts except where you require a specific font for your logo. If this is the case, please upload your font with your SCAN/PHOTO/LOGO art. **LOGOS/SCANS/PHOTOS:** 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 or Grayscale profiles when saving artwork. All color 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 ad's 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.

ADDITIONAL INFORMATION: For additional information, please contact the Director of Production: ray.oconnell@morris.com.

GENERAL INFORMATION:

MVP/NY is not responsible for nor guarantees the accuracy or reproduction quality of materials which do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be received at least 30 days prior to cover date. MVP/NY assumes no responsibility for errors and omissions resulting from changes. MVP/NY endeavors to comply with all advertiser's changes. However, the publication cannot be responsible for additional copy/design changes to client-approved final proofs at the blueline stage.

SHIPPING INFORMATION:

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

Email ads to:

gbads@ftp.wherereguestbookny.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.

AD DIMENSIONS: SHOWCASE AD

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

FULL PAGE



UP TO 2 PHOTOS ON LEFT SIDE TO FIT WITHIN: 4.25" W x 7.85" H
2 ON RIGHT: 1.90" W x 1.85" H
LOGO: 2.75" W x 1.10" H
TEXT: 1300 CHARACTERS

1/2 PAGE



1 PHOTO: 4.50" W x 2.70" H
LOGO: 2.50" W x 1.00" H
TEXT: 720 CHARACTERS

1/3 PAGE



1 PHOTO: 3.00" W x 2.70" H
LOGO: 2.25" W x 1.00" H
TEXT: 500 CHARACTERS