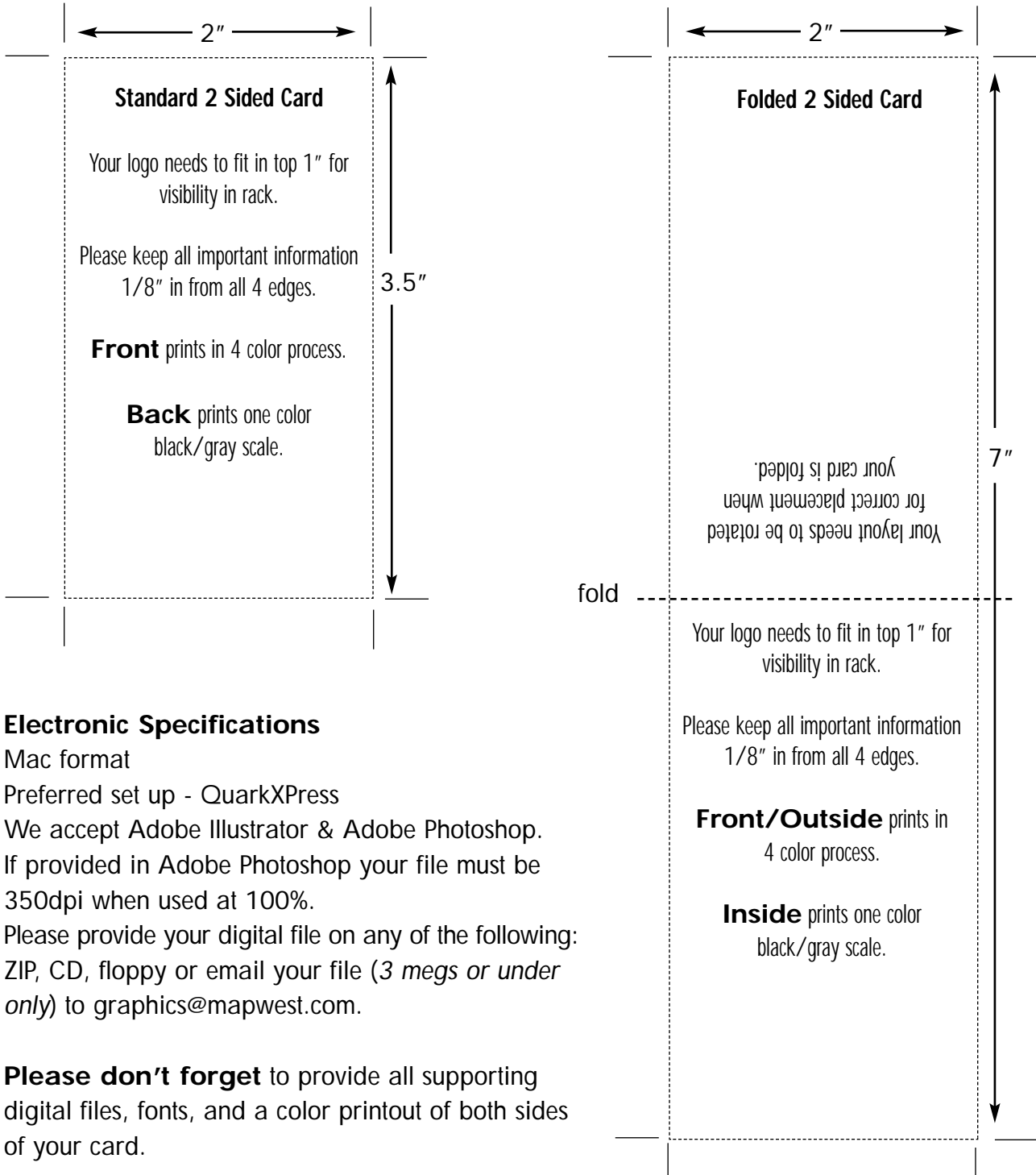


ON THE TOWN

Card Sizes & Art Specifications



Electronic Specifications

Mac format
Preferred set up - QuarkXPress
We accept Adobe Illustrator & Adobe Photoshop.
If provided in Adobe Photoshop your file must be 350dpi when used at 100%.
Please provide your digital file on any of the following:
ZIP, CD, floppy or email your file (3 megs or under only) to graphics@mapwest.com.

Please don't forget to provide all supporting digital files, fonts, and a color printout of both sides of your card.



01/021

ON THE TOWN
2161 Union Street, Suite 3
San Francisco, CA 94123-4003

Phone: 415.474.3126
Fax: 415.885.6070
email: sales@onthetownsanfrancisco.com
www.onthetownsanfrancisco.com

ON THE TOWN

Digital Specifications

On the Town final film is composed in QuarkXpress 4.1 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 (CD, Floppy, Zip 100 or Jaz) 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 4.1, Adobe Illustrator 8, FreeHand 8, Adobe Photoshop 5.5. Do not send Quark EPS Files or Adobe Acrobat pdf files. * Please notify us prior to submitting Windows files. All placed files (logos, photos, etc.) must be included on your disk.

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/Freehand

DO NOT PLACE SCANNED ARTWORK INTO THESE APPLICATIONS. We prefer that all artwork be composited in QuarkXpress. When using FreeHand please include the actual editable FreeHand file and an exported EPS. If there is a need to correct these files, the exported EPS cannot be edited. (FreeHand 4.0 and newer documents may have the parent file included in the EPS

document.) Also, be sure to send any files placed into the FreeHand document.

Pagemaker

Please notify us prior to submitting Pagemaker 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 logo can be part of the mapwest.com Web Site. Best formats are EPS, TIFF or GIF, 200 x 200 pixels, 72 DPI. Logos can be submitted via e-mail to graphics@mapwest.com or on disc to the address below. Please do not email files that are larger than 2 megabytes.

Ship artwork to:

Graphics & Pre-Press
Map West, Inc.
2161 Union Street, Suite 3
San Francisco, CA 94123

Phone: 415.474.3126 Ext. 25

FAX: 415.885.6070

email: graphics@mapwest.com

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



01/02

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