

# Production Information

FOR QUICKGUIDE: NEW YORK ITINERARIES AND QUICKGUIDE: SPECIAL OFFERS

## 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 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 ads collected folder that is sent.

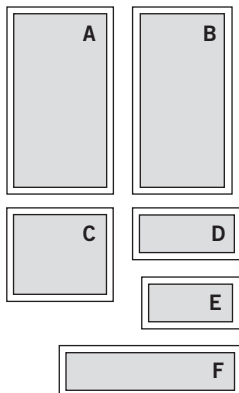
**PROOFING:** Advertiser assumes all responsibility for the reproduction quality of all ads produced from digital art if a professional quality proof is not sent to MVP/NY. Matchprint, Kodak approval, 3M Rainbow, or Iris proofs are acceptable and must accompany a disk. Final reproduction materials become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

## 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:

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



SIZE*	DIMENSIONS
A. FULL PAGE AND COVERS**, <i>ITINERARIES</i>	3.5 x 6.5"
B. GATEFOLD, <i>ITINERARIES</i>	3.125 x 6.5"
C. HALF PAGE	3.5 x 3.14"
D. COVERS, <i>SPECIAL OFFERS</i>	3.5 x 1.5"
E. OUTER GATEFOLD, <i>SPECIAL OFFERS</i>	3.125 x 1.5"
F. INNER GATEFOLD SPREAD, <i>SPECIAL OFFERS</i>	6.875 x 1.5" (crosses fold)

\* No bleed ads available  
 \*\* Treat 2 page spread ads as two full page ads, and add ¼" on each side of the center line of spine for safety margin.

Please do not provide crop or trim marks for fractional ads.  
 Only full page ads.

## GENERAL INFORMATION:

**TO PREPARE A DIGITAL FILE:**

1. Collect any fonts used within the ad. 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 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:

ggads@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 10MGs in size, contact ray.oconnell@morris.com.

## WEB ADDRESS:

Please include your web address in your ad so we can legally link the ad to your website.

## COUPON INFORMATION:

Special Offers (coupons) appearing in *QuickGuide Special Offers* are templated and created in-house.

Please provide:

- A. HIGH RESOLUTION LOGO
- B. WHAT THE SPECIAL OFFER IS
- C. ADDRESS(ES) AND PHONE NUMBER(S)

## DEADLINES:

MONTH	CLOSING	MATERIALS DUE
MAR. '08	JAN. 7	JAN. 11
JUL. '08	MAY. 6	MAY. 9
NOV. '08	SEP. 15	SEP. 18