

Mechanical Requirements for Where To Go

The following list is intended to ensure the best quality reproduction of your materials and to assist the printer with consistency. Please be sure to include a printout of your final ad.

1. Platform

- All materials need to be in a Macintosh-friendly format.
- Please be sure to supply all fonts and images that were used in creating your advertising.
Please avoid True-Type fonts in your advertising – they are notoriously unreliable in reproduction.
- We cannot accept materials in PC format EXCEPT an Adobe Acrobat .PDF with embedded fonts.
- Art can be turned in via CD, 100 MB ZIP, or 3.5 MB floppy only.
- Finished ads under 5 MB can be emailed directly to Wtghhi@aol.com.

2. Image Formats

- Digital images can be no less than 300 dpi and must be CMYK, grayscale or bitmap.
- We cannot pick up images from a Web page – they are typically low resolution.
- Any materials to be scanned should be glossy (not matte) photos, good quality printouts.
- Please avoid faxes, logos on textured paper (i.e., napkins, letterhead), and business cards.
- We can scan transparencies and slide photography, but please avoid negative photography.
- We cannot accept film separations.
- Please refer to the sizes on the right. If an ad is sized incorrectly, we will advise client or supplier.

3. Acceptable Programs

- Quark Express 4
- Adobe PhotoShop 7
- Adobe Illustrator 9 (please convert fonts to paths)
- FreeHand 9 (please convert fonts to outline)
- Adobe Acrobat 4 (please embed fonts)

4. Unacceptable Programs

- Microsoft Word, Office, Excel, PowerPoint, Paint, Publisher, Word Perfect, Corel Draw.
- PageMaker, In Design

**For more information, contact
Nancy Watts at 843-686-5808.
Fax: 843-686-6477.**

Horizontal Ad Sizes

3/4 Page Horizontal (not illustrated)
5.25" x 5.625"

1/8 Page Horizontal
5.25" x 1"

1/4 Page Horizontal
5.25" x 1.75"

1/2 Page Horizontal
5.25" x 3.625"

Vertical Ad Sizes

Full Page
6.25" x 8.375"
Live Area: 5.25" x 7.375"
Bleed: 6.5" x 8.625"

1/8 Page Vertical
2.5" x 1.75"

1/4 Page Vertical
2.5" x 3.625"

1/2 Page Vertical
2.5" x 7.5"