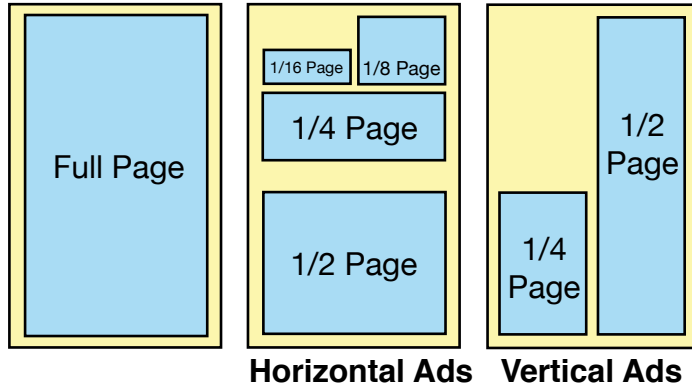


LUDINGTON AREA Visitors Guide

Ad Specifications

Actual Page Size: 5.5" wide x 8.5" tall



Full Page 5.5" wide x 8.5" tall

Full Page Bleeds extend background 1/8" on all 4 sides

Live Image Area 5.067" wide x 8.076" tall

1/2 Page Vertical:	2.45" wide x 8.067" tall
1/2 Page Horizontal:	5.067" wide x 3.958" tall
1/4 Page Vertical:	2.45" wide x 3.958" tall
1/4 Page Horizontal:	5.067" wide x 1.92" tall
1/8 Page:	2.45" wide x 1.92" tall
1/16 Page:	2.45" wide x 1" tall

If you have any questions or need help please do not hesitate to call. We would rather get it right the first time to avoid problems at the printing deadline!

For more information or questions, contact

Christi Shaffer
Office: (231) 845-1365
Fax: (231) 843-8656
Email: christi@ludingtonadvantage.com

Thank You!

File Submission Requirements:

All screens, halftones, photos, artwork, and 4 color separations included in ad are to be 300dpi/150 line screen (or higher) and must be CMYK color.

Ad files produced electronically should follow these guidelines:

- Preferred format is Macintosh files created in Adobe InDesign (any version), also acceptable: QuarkXpress, Adobe Illustrator & PhotoShop and high resolution (Press Optimized) .pdf files. Please call for instructions if you are working with other programs or PC platform.
- Files should be submitted on CD, or by Email; if file is too large to email please call for FTP instructions.
- All jobs must be accompanied by a printed proof of the ad.
- All fonts, linked scans, .tiff, .eps, and original files should be supplied on the CD, unless they are embedded in the .pdf file.
- Colors must be created in CMYK. When assigning PMS colors be sure to convert to CMYK. PMS colors can vary from program to program, so check your CMYK percentages to be sure they match consistently across all programs.