



DIGITAL AD SPECIFICATIONS

MEDIA:

Zip (100 MB), Jaz, CD, or e-mail. Include a print-out of disk contents and a proof of ad (IRIS if four-color). Clearly label materials.

PLATFORM: Macintosh

APPLICATIONS:

Page Layout: QuarkXPress 4.1 - 6.5

(Please do not use Quark's pasteboard extension when preparing your file.)

A Note on Naming Quark Files: Please include Company name in file name. Example: SmithCo.xp. Do not use **spaces** or any of the following characters when naming your files: < > ~ ' ' " " ^ { } [] / \ | & ! *

IMAGES & FORMATS:

Please compress emailed files to avoid corruption.

Acceptable formats: Tiff or EPS files. JPEG if only option.

NO PDFs unless PDF/X-1a:2001 files with no spot colors.

NO Corel Draw, Publisher, or MS Word files.

Image Resolution:

Four-color: 300dpi placed at 80-100%, CMYK process (NOT RGB)

Black & White: 266-300dpi placed at 80-100%, greyscale (NOT RGB)

Line Drawings: 800dpi or higher, bitmap image (1200dpi preferred) placed at 80-100%

Color Format: Black & white or four-color process (CMYK, NOT RGB).

NO pantone or spot colors.

A Note on Naming Image Files: Do NOT use **spaces** or any of the following characters when naming files: < > ~ ' ' " " ^ { } [] / \ | & ! *

FONT:

Include screen fonts in suitcase and printer fonts, Macintosh format.

NO Multiple Master or Truetype fonts.

PROOFS:

Color ads: Matchprint, IRIS or similiar high-quality color-calibrated proof must accompany ad. Publisher will not accept quality responsibility for ads unaccompanied by a high-quality color proof.

Black & White ads: Velox (or similiar imagesetter proof)

MECHANICAL REQUIREMENTS

PRINT:

Printed web offset. Trim size: 8 1/2 x 10 7/8"

Binding method: Saddle-stitched

Colors available: Four-color process (SWOP)

Bleeds: Full page bleed is 8 3/8 x 11 1/8"

Ad Size Dimensions (width x height)

Full Page	7 x 10"
2/3 Page	4 5/8 x 10"
1/2 Island	4 5/8 x 7 1/2"
1/2 Page Vertical	3 3/8 x 10"
1/2 Page Horizontal	7 x 4 7/8"
1/3 Page Square	4 5/8 x 4 5/8"
1/3 Vertical	2 1/4 x 10"
1/4 Page Vertical	3 3/8 x 4 7/8"
1/4 Page Horizontal	7 x 2 3/8"
1/6 Page Vertical	2 1/4 x 4 7/8"
1/6 Page Horizontal	4 5/8 x 2 3/8"
1/8 Page	3 3/8 x 2 3/8"
1/16 Page	3 3/8 x 1 1/8"

Classifieds

1 Block	1 1/6 x 1"
2 Block (v)	1 1/6 x 2"
2 Block (h)	3 3/8 x 1"
3 Block (v)	1 1/6 x 3"
4 Block	3 3/8 x 2"

ONLINE:

Online Display Ads	In Pixels*
One Block	604 x 604 pixels
Two Block	604 x 1208 pixels
Three Block	604 x 1812 pixels
Anchor	2542 x 375 pixels

* Supply online materials at these dimensions. MBH&H will resize to 72 dpi for posting.

SEND MATERIALS TO:

Maine Boats, Homes & Harbors, Advertising Dept.
43 Mechanic St., Ste. 300 or P.O. Box 758
Camden, ME 04843

Contact Julie with questions at 800-565-4951. Small, compressed files may be sent to julie@maineboats.com.