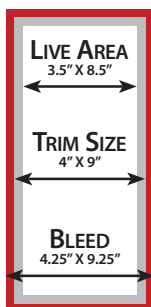


Digital File Specifications

FOR THE 2010 EASTERN SHORE VISITORS GUIDE



Publication Size
4 X 9

MECHANICAL SPECIFICATIONS

***** Add 1/8" For Bleed on Full Page Ads*****

	width	height
Full Page Trim***	4" (4)	9" (9)
Full Page with Live Area	3 1/2" (3.5)	8 1/2" (8.5)
1/2 Page	3 1/2" (3.5)	4 1/8" (4.125)
1/4 Page	3 1/2" (3.5)	2"
1/8 Page	3 1/2" (3.5)	1 1/4" (1.25)

• Please ask your account executive for any size specifications in regard to co-op advertising.

QUESTIONS?

Call (757) 422-8979 for a sales manager, an account executive or contact:

Eileen Dalby
Traffic Manager
(757) 213-2495

Robin Cather
Production Manager
(757) 422-8979 ext. 121

WE DO NOT ACCEPT any PageMaker or Corel DRAW documents.

Agency Design Info:

In Your Ad Provided:

- 1) Include a physical address, phone number, area code, and website if available.
- 2) Black body copy should be 100%K NOT 4 color.

What Should I Send?

Record info:

CDs-standard, DVD-R, DVD-RAM (Type 1, Double-Sided)

Document Layout, we accept: Adobe PDF, Adobe InDesign for MacIntosh. Provide a color hard copy of ad.

Photography, Logos, Illustrations:

Supply CMYK, EPS, PDF or TIFF format, **300 resolution**.

Colors:

We use *Trumatch and Pantone®* color matching system.

No spot colors.

Fonts:

VistaGraphics only accepts: Adobe Fonts Type 1. We are a Direct To Plate Magazine and can not accept True Type Or Multiple Master Fonts. Render fonts in Photoshop, change to outlines or paths in Freehand, Illustrator and InDesign.

How Do I Send It?

E-Mail: eileen@vgnet.com

Mailing Address:

VistaGraphics (attn: Eileen)
1264 Perimeter Parkway
Virginia Beach, Va. 23454

FTP Site: Go to www.vgnet.com/agency for FTP information.