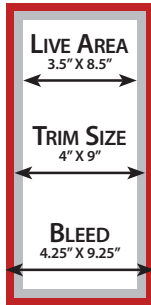
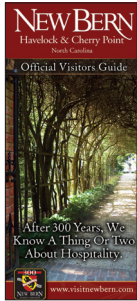


# Digital File Specifications

FOR THE 2010 NEW BERN 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"

*• 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](http://www.vgnet.com/agency) for FTP information.