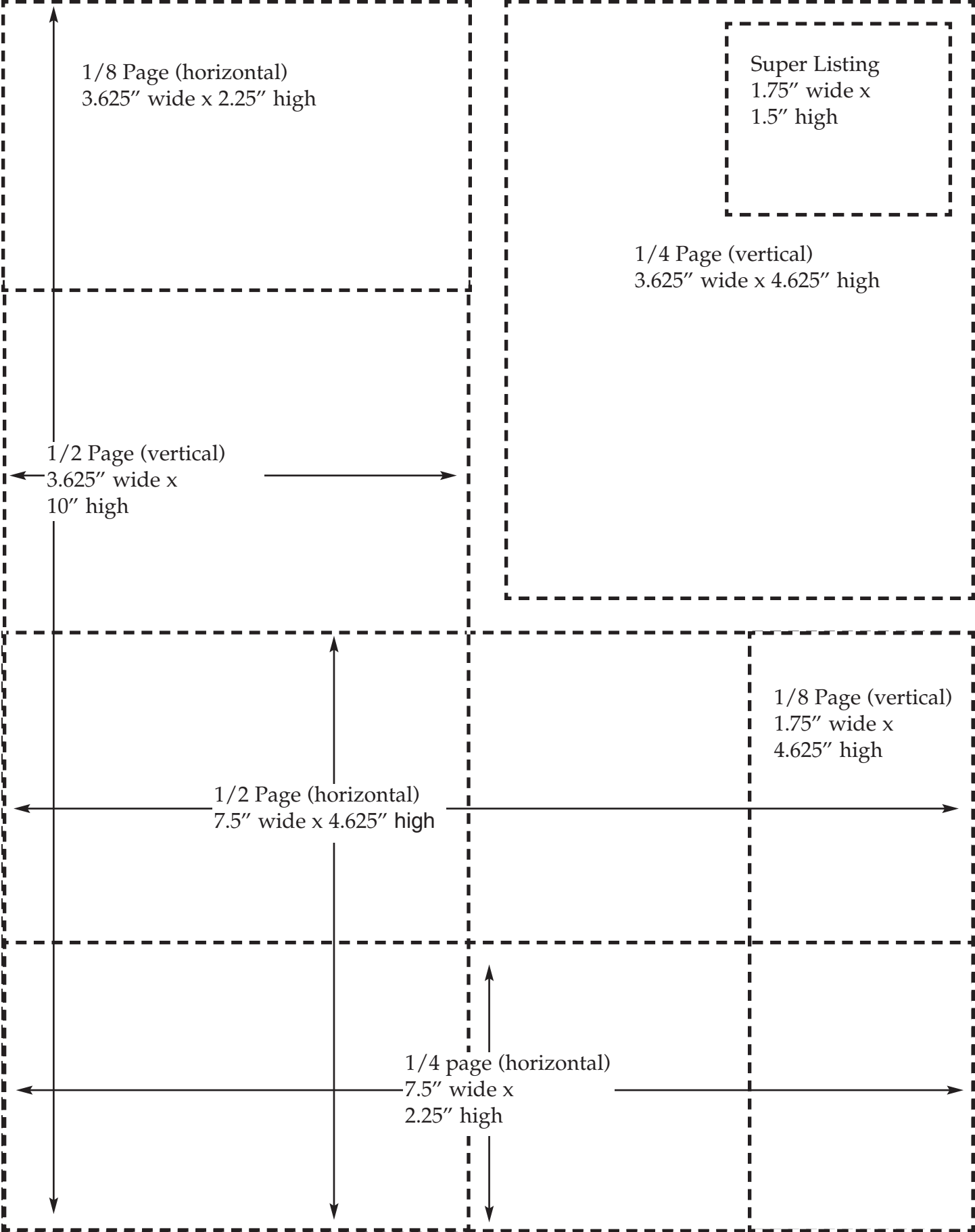


Header



# Artwork Submission Requirements for Guelph Business & Membership Directory

## Black/White Art

Must be reproduction quality camera-ready art.  
Pre-screened photos will not reproduce well.

## Film

(For full page ads only) Must be 133-150 line screen, right reading, emulsion down and be sized to correlate with ad dimensions **for this directory**.

Live area size is 7 1/2 x 10". Trim size is 8 1/2 x 11". Make sure bleeds extend 1/8" beyond trim size.

## Digital Files

Digital files can be accepted on floppy disk, 100 mg zip disk or CD.

Our graphics department can accept the following in either **Mac or PC**.

Quark Xpress V5 or lower  
Illustrator V10 or lower  
Photoshop V7 or lower  
Corel Draw V8 or lower  
.tif .jpg (these files should be **at least 300 dpi** at the size they will be used)  
.eps

***No other file types  
can be accepted,  
including Word, Excel,  
Power Point or Publisher***

Please be aware that the directory will be produced with Quark Xpress on a Mac. If you send Quark Xpress for Windows files the fonts will be substituted for the closest available Mac font.

All fonts used in ads must be included.

All photos & scans must be 300 dpi at approximately the size that they will appear in the directory.

Where possible convert any fonts in art files to outlines or curves.

No RGB files.

All computer files must be accompanied by an appropriate proof (colour proof for colour ad, etc.) or the publisher cannot be held responsible for errors

***Sorry, we cannot accept  
e-mailed files.***

Spot colours should be set up as follows:

BLUE C=100, M=80

RED M=100, Y=100

GREEN C=100, Y=100, K=10

YELLOW/GOLD M=35, Y=100

All full colour ads should be set up as CMYK. All photos and art included in a full colour ads must be converted to CMYK.

Make sure that the colours are set-up as CMYK.

## Ad Sizes

Full page . . . . . 7.5" w x 10" h

1/2 page vertical . . . . . 3.625" w x 9.5" h

1/2 page horizontal . . . . . 7.5" w x 4.625" h

1/4 page vertical . . . . . 3.625" w x 4.625" h

1/4 page horizontal . . . . . 7.5" w x 2.25" h

1/8 page horizontal . . . . . 3.625" w x 2.25" h

1/8 page vertical . . . . . 1.75" w x 4.625" h

Super listing . . . . . 1.75" w x 1.5" h