



## DIGITAL SPECIFICATIONS FOR **SQUARE** MAP ADS

For quality assurance, Resort Maps asks that any outside vendor-created ads be supplied to us in digital format. The following is a list of formats accepted in the order in which they are preferred:

- 1) PDF - Acrobat Reader Format
- 2) EPS with type converted to curves
- 3) CorelDraw 7-12 with type converted to curves
- 4) Bitmap: TIF, JPG  
Resolution - 600dpi

**MEDIA** - We can accept your files on the following media (INCLUDE A HARD COPY!):

- 1) CD ROM
- 2) E-Mail: use address given by sales rep.

**MAP AD SIZES: TYPE OF MAP:** Confirm with your sales representative which size ad you have purchased. Ad sizes are NOT interchangeable.

Square Format Map:

Single Space: 1.5" x 1.5"

Two Space V: 1.5" x 3.17" or  
H: 3.17" x 1.5"

Three Space: V: 1.5" x 4.84" or  
H: 4.84" x 1.5"

Four Space: V: 1.5" x 6.05" or  
H: 6.05" x 1.5"

Six Space: V: 1.5" x 9.84" or  
H: 9.84" x 1.5"

**FILE NAME** - Do not use 'resort maps' in your file name. File name should be the business name as it would appear on the map. E-mails must reference the name of the map and the advertiser's name. (i.e., reference: "Sugarbush Map Ad for The Den" *in the subject line.*

**HARDCOPY** - A full-color, high-quality printed copy of the ad must be included with your files.

**FONTS** - CorelDraw or Adobe Illustrator fonts must be converted to outlines or curves.

**E-MAIL** - Be sure to reference Map Name, Advertiser name in message. Do not send files larger than 2MB; do not compress; if using aol, send one file at a time because of automatic compression issues; we must have a hard copy before working on file.

**IMAGES** - All photos should be a minimum of 300 DPI resolution at the size to be used. Line art and images with any type should be at least 600 dpi.

**COLORS:** Use CMYK Process colors. **DO NOT include RGB, duotone or PANTONE colors.**

**TRAPPING:** You are responsible for color trapping. We are not responsible for overprint or trapping problems.

**OTHER ISSUES:** Ads built in PC-based Quark, or built in Mac with fonts that we have on the PC will usually be acceptable without any additional conversion. If you build a Map Ad in Quark, we prefer that you save it as an EPS, import it into Illustrator, converted all text to curves (outlines), find the piece of text that has run away and put it back where it belongs, and then re-save it as an Illustrator EPS. If you want to control what happens along all these steps, we recommend that you do them on your end, and give us an EPS file (But beware that if changes need to be made at a later date, we may not be able to make them). It is our suggestion that if you use these programs please build gradations in Photoshop and import them, and then follow the steps to build an eps outlined above.

Files not received in the above described format may not print properly, or they may be reformatted in our office. We are not responsible for any digital files that are not formatted to our specifications.