



AD SIZES

Horizontal Units

Logo listing:

- logo (.jpeg only)
- Up to 50 words (.doc/.txt files only)

Single: 3.604" w x 2.736" h

Double: 7.333" w x 2.736" h

Triple: 11.062" w x 2.736" h

Vertical Units

Double: 3.604" w x 5.590" h

Triple: 3.604" w x 8.444" h

MAP FINAL FILES:

MAP files are composed in Quark XPress on the Macintosh platform. Electronic ads are placed into the grid and output for print. Therefore it is imperative that we are able to import or copy your electronic file into our Quark XPress documents. Please provide a color proof to confirm we have received the correct ad. Without a supplied proof, we cannot be responsible for accuracy.

AD SUBMISSIONS:

Please upload your ad at <http://Materials.AJRMediaGroup.com> and select the appropriate MAP America city from the dropdown menu. If you have any questions, please contact us.

DESIGN SPECIFICATIONS

MACINTOSH/PC:

Ad submissions must be PRINT READY (300 dpi @ 100%) converted to CMYK not RGB and may be in the following file formats:

- .eps
- .jpg
- .pdf (generated for high-res print)
- .tif
- .psd

If supplying original art please generate in these software applications:

- QuarkXPress
- Adobe Illustrator
- Adobe Photoshop

WE DO NOT ACCEPT FILES IN:

- Microsoft Publisher
- WordPerfect

PLACED/IMPORTED FILES IN YOUR ART:

All placed/imported files (logos, photos, etc.) must be included with your ad submission! Resolution should be 300 dpi @ 100%.

FONTS:

A copy of all fonts (screen & printer) used in your file must be included with your ad. This will ensure exact duplication. If a font is not included and a copy is not on file, the closest font we have will be substituted.

ADOBE PHOTOSHOP:

To accurately separate color photographs, these files must be converted to CMYK mode. If saved as a TIFF file, be sure that LZW compression is not selected. If you have a clipping path in your file, it needs to be saved as an EPS, with DCS separation function off. For quality reproduction, all color files should be 300 dpi, halftones at 300 dpi, and line art should be at least 600 dpi. Also, Photoshop files should not be enlarged or reduced more than 120% once placed into layout program file.

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Phone: 1.855.GoToAJR

Fax: 713.942.0277

Email: MAP@AJRMediaGroup.com

www.AJRMediaGroup.com/MAP