

Maine Restaurant & Lodging Expo 2012 – SPEC SHEET

ABSOLUTE DEADLINE: January 20, 2012

AD SIZES:

Full page	10"w x 13.875"h
1/2 page horizontal	10"w x 6.875"h
1/2 page vertical	4.875"w x 13.875"h
1/4 page vertical	4.875"w x 6.875"h
1/4 page horizontal	10"w x 3.375"h
1/8 page horizontal	4.875"w x 3.375"h

ACCEPTABLE FILE FORMATS

1. PDFs are preferred. Any fonts must be embedded. Please download our settings at www.mainebiz.biz/advertising.html. Look for the file "Mainebiz Acrobat Distiller Settings" in the list of downloads, and add it to your Adobe PDF settings.
2. We work in the Adobe CS3 suite on Mac OSX. We can accept camera ready files in Adobe InDesign, Illustrator or Photoshop. When sending native files, all images and fonts must be collected and sent with the file. We prefer that Photoshop files be sent as PDFs (please follow instructions for Photoshop below under fonts).

If your only option is Microsoft Word, ideally you can make a pdf. (We are happy to help talk you through this process) If you don't have this capability, please follow these guidelines:

1. Place any images (photographs, logos, etc.) in the Word document
2. Send the Word document
3. Send any images (logos, photographs as either eps or tiff files) as separate attachments — not just as part of the word document
4. Fonts: if you are using a mac, please send us the fonts used in the document. We can only accept MAC fonts. If you are using a PC please identify the font used in your ad and we will match it as close as possible.
5. Fax us a proof of your ad: 207-761-0732, ATTN: Matt Selva, special projects

Be sure to follow the guidelines below for all images and fonts.

IMAGES

File type: tiff or eps (not jpeg)

Resolution: images/photos: 200 dpi

Rasterized line art (including logos): 1200 dpi (at least 600 dpi)

(Note: most Web images are only 72 dpi)

Color mode: Color ads: CMYK (no RGB or spot)

Black and white ads: All elements need to be grayscale

All ads should be submitted in black and white unless you registered for a color ad when your Expo contract was submitted. If you're unsure which you registered for or, if you'd like to upgrade to a color ad, please contact Rebecca Dill at the Expo office. 207.623.2178 or events@mainerestaurant.com.

FONTS

PDFs: Make sure all fonts are embedded. If you cannot ensure this, all fonts used in InDesign and Illustrator files must be converted to outlines.

Native files: Include all printer and screen fonts with the files. PC fonts are not compatible, so please convert these to outlines.

Photoshop: It is important to avoid rasterizing type. The best way to do this is to maintain type layers (do not flatten). Save your file as a pdf following the Mainebiz Acrobat Distillers Settings (downloaded from our website). Most importantly, choose "Preserve Photoshop editing capabilities" and embed all fonts. (Note, you can minimize file size by flattening any non-type layers that may be in the file).

FILES SUBMISSION

1. E-mail: Ads 10M or smaller can be sent to adprod@mainebiz.biz.

IMPORTANT: Identify your ad in the subject of your e-mail. (Subject: EXPO/company name).

2. FTP: For larger files, you can upload your artwork to our FTP server.

If you have an FTP client:

Host: mainebiz.biz

Username: mbadvert@mainebiz.biz

Password: mbpass

If you don't have access to an FTP client, contact Matt Selva at 207-761-8379 x30 for information on how to submit files to our ftp site.

IMPORTANT: Please send an e-mail to adprod@mainebiz.biz to let us know when your upload is complete.