

## Acceptable Formats

High res, CMYK PDF files are preferred but we also accept the following applications:

- QuarkXPress
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator

We do not accept files in Freehand, CorelDraw, Microsoft Word, Publisher or web page images.

All supporting graphics and fonts must be included.

PC files and fonts are NOT accepted.

## Image Guidelines

- 300 dpi or more at 100%
- Color images must be CMYK TIFF or EPS
- Black and white line art should be 1200 dpi at 100%
- Convert all text in Adobe Illustrator files to outlines

Please do not interpolate or manipulate an image to 300 dpi, and do not scan the image on a desktop scanner. If your image size is not at least several megabytes, the resolution is not high enough.

## Full Page Ads

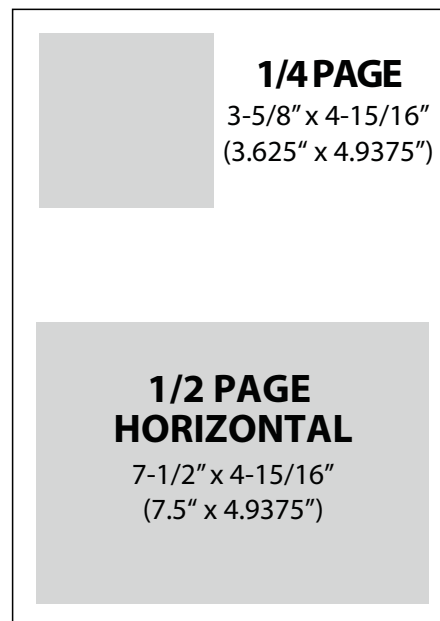
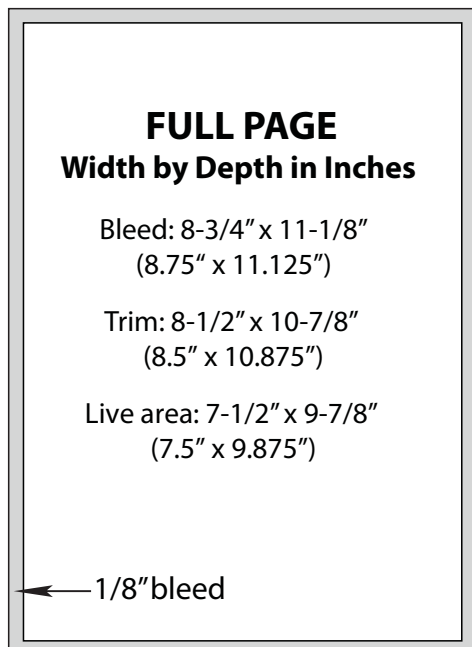
- **Trim size:** 8.5" x 11.125"
- **Live area:** 7.5" x 9.875". Headlines, body copy, logos or other important graphic elements must remain inside live area to minimize any chance of information being trimmed off.
- **Bleed size:** 8.75" x 11.125" (this allows 1/8" bleed on all sides)

## Proofing Guidelines

If you submit a high res color proof we will match colors as best as possible, otherwise we are not responsible for color.

## Submission of Materials

- **email to:** artwork@guestguidepublications.com
- OR • **ftp to:** ftp.laurengraphicsinc.com  
**User Name:** graphics **Password:** guest
- OR • **mail your proof & ad to:**  
Lauren Graphics, Inc.  
9 Inverness Drive East  
Englewood, CO 80112
- Materials should be securely packaged and thoroughly protected to prevent any possible damage.
- Include your name and phone number in case we need to contact you if files are not complete.



**Additional Charges:** GuestGuide will not be responsible for any artwork received from any agency. However, for the integrity for the book, if the GuestGuide finds any mistakes in ads or if the ads are not received to the required specs and must be modified, the agency or your client will be charged \$35.00 for resubmissions and \$150.00 per hour for any work done by GuestGuide.

Please know our deadlines and have all materials to us on or before the date requested.

Late fees may be charged if materials are not in by the deadline.

If you have any question about our deadlines or artwork please call **Susie at GuestGuide: 970-887-0776**