

# MAINE Discovery Coast MAGAZINE

## DIGITAL AD SPECIFICATIONS

### PENOBSCOT BAY REGIONAL CHAMBER OF COMMERCE

If you will be submitting your ad as a digital file **you must follow these guidelines to avoid additional production charges.**  
Final ads may be submitted as Quark Xpress (preferred), InDesign, PDF/X1-a, or Adobe Photoshop files, Macintosh platform.

## ACCEPTABLE MEDIA

Floppy 1.4MB or 800K, CD/DVD ROM, 100-750MB ZIP  
Cartridges

## TYPEFACES

Be sure to include all typefaces used in your document, including screen and printer fonts. Only Type 1 typefaces are accepted — TrueType fonts are not accepted. Be sure not to use “stylized” fonts! Use the pure font and include both the printer and screen files for each font. Use the font from the font family such as Helvetica “Oblique”. It is OK to apply any typesetting functions such as kerning or tracking to stretch out your font over a line.

## IMAGES

**Color images** are printed at 133 line screen (resolution – 300 pixels per inch, CMYK) as are grayscale halftones (resolution – 300 ppi). **Color and halftone images should be placed in the page-layout file at 100%** as either a TIFF (no LZW compression) or an EPS (binary, with no “transfer function” or “halftone screen” box checked). Resolution should be no greater than 300 ppi and no less than 225 pixels per inch. Resize all art at 225-300 ppi and place at 100%.

**Line Art (bitmap or 1-bit raster image)** needs to be submitted between 800 and 1,200 ppi and placed in the page-layout file at 100%.

## COLOR CALIBRATION

The color you see on your monitor will not match the color that comes off the press unless you have a monitor that has been accurately calibrated. We will not take responsibility for images that are submitted incorrectly. It is the Chamber’s policy not to edit (change color or pixel clone) to any submitted digital images. Be sure you have carefully looked your images over for flaws (dust, hairs, etc. and check for color accuracy).

## PROOFING

We will supply a PDF file (via email) or color laser print of your ad, which is a rough approximation of the color that will be achieved with offset printing of the publication. If precise color matching is of particular concern (color art reproduction for example), a random contract proof from the Chamber’s service bureau can be provided at an additional charge. Without this proof, the Chamber cannot be responsible for variations in color.

## SHIPPING INSTRUCTIONS

Ads must be shipped to arrive by September 14, 2007.

**Mail to:** Penobscot Bay Regional Chamber of Commerce,  
PO Box 508, Rockland, ME 04841.

**UPS & FedEx Only:**

One Park Drive, Rockland, ME 04841  
Phone: 207-596-0376. Fax: 207-596-6549.

## ELECTRONIC DELIVERY OF ADS

For small digital file attachments (under 3 megabytes):

rtacc@timidmoon.com

Please include information as to your business and the publication name in the subject line of your e-mail.

For all other files (compressed please), use the following FTP information:

Host: timidmoon.com

User: rtacc

Password: realmaine

In order for the file to transfer, the file name cannot contain any of these characters: <>~(){}[]/\ ‘ “ \* \$ @ & ! or spaces.

The file name(s) should be very clear as to the name of the advertiser.