

Book Advertising

Submission Guidelines

Ads may be submitted by email, FTP or discs. All linked images and fonts must be included in a folder along with the ad. For instructions please call 910-762-8464. Email art work to: artwork@coastalnc.net or sales@coastalnc.net.

Accepted File Formats

Photoshop, Illustrator & InDesign (CS3 & Below) All linked images and fonts must be included in a folder with the file. If you can not include the fonts convert all text into outlines before submission.

Quark Users convert your files to an .eps or .pdf file or open the file in Illustrator and save as an .ai (.ai files must follow the prescribed format of submission as explained above). Once again fonts (if not outlined) and original images should be included in a folder along with the ad.

PDF Files must be formatted for press quality. Please include fonts or outline them before exporting the file to PDF. All PDF's must be in Acrobat 9 or below.

Ad Production

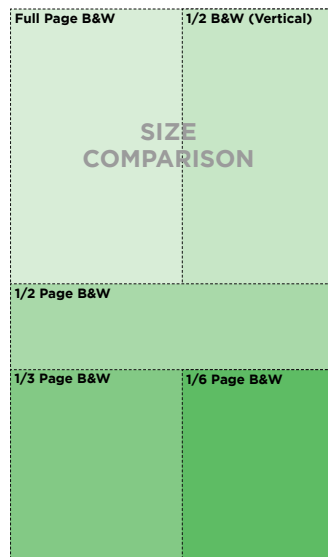
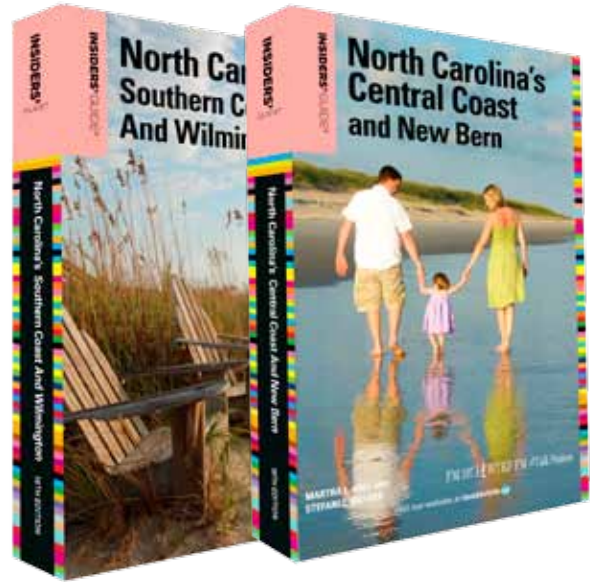
The *Insiders' Guide* produces many in-house ads for our clients. If arrangements have been made with your sales representative to do this, please follow the general guidelines below for submitting artwork for production.

-No line art bitmapped images are accepted.

-All scanned and digital photos (color & grayscale) must be at the very least 300 ppi and saved as an uncompressed TIFF at 100% of the specified final print size. If you need your image scanned, provide the original photograph and we will scan it for you.

Logos and vector artwork must be submitted in the original file format (please review accepted file formats). If rasterized, the image must be submitted at 300 ppi or above.

If digital files are not available please provide the highest quality print material you have available. Images that appear pixelated will not be accepted.



AD SIZES	
1/6 Page	2.25" w x 2.75" h
1/3 Page	4.75" w x 2.75" h
1/2 Page Horizontal	4.75" w x 4" h
1/2 Page Vertical	2.25" w x 8" h
Full Page B&W	4.75" w x 8" h
Full Page Color Bleed	6.5" w x 9.5" h
	Trim Size 6 x 9
Professional Profile (1/3 page size)	4.75" w x 2.75" h
	Photo - 1.5" w x 1.5" h

See Page 6 For
Actual Book Ad Diagram

BOOKS

Professional Profile

Professional Profile - Professional

John Smith - Local Professional

555-5 Market Street • Wilmington, NC 28403

910.555-5555

johnsmith@localprofession.com

www.localprofession.com

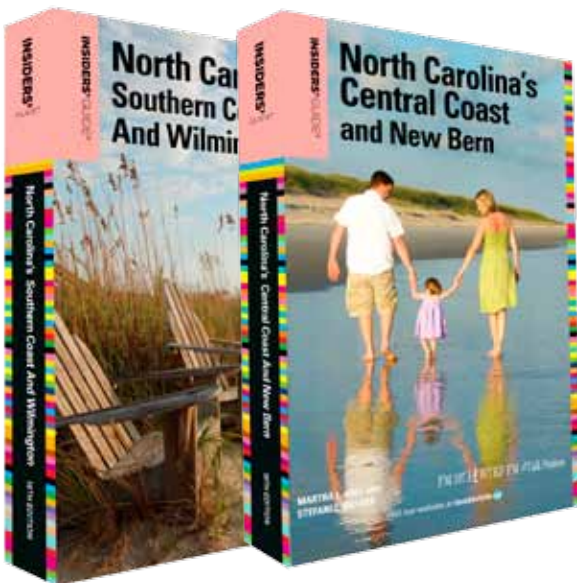
Iusto iuvaret mnesarchum mel in, pri alii adhuc molestiae in. Ex animal repudiandae philosophia sea, ex nam vituperata scripserit. Mei ut malis expetendis accommodare. Quando dissentiet vix an.

Option fabulas in sit, vel ne erat laudem. Mei ei justo reformidans, ex maluisset gubergren sea. Usu mazim rationibus et, his at nullam consectetur. Ei modo intellegebat vel, sit suas perfecto eu, an eligendi suscipit duo. Quo et quodsi efficiantur ullamcorper, melius facilis no mel, cu sed dico. atomorum explicari. saepe saperet intellegebat pri, cibo eripuit instructor at mei, ad his dicit vocibus praesent. Usu regione oportere.



Specs

- 2 lines -bolded for name & description of profession
- 4 for location info -- address, phone, urls, email
- 100 words - client provided text
- Image Size - 1.5" w x 1.5" h, at least 300 dpi
- Ad Size - 4.75" w x 2.75" h (1/3 page size)



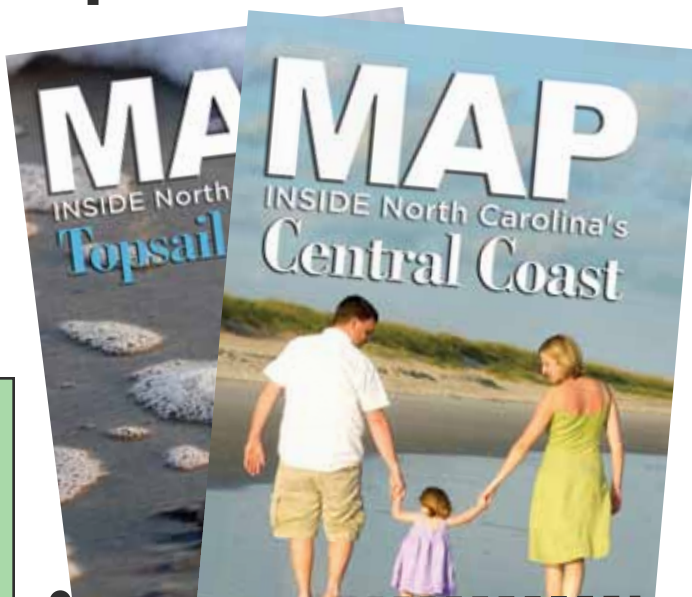
BOOKS

CCNB & Topsail Maps

Small Ad
1.56"w x 1.8"h

Medium Ad
3.25"w x 1.8"h

Large Ad
2.9"w x 3.25"h



Submission Guidelines

We accept *IBM formatted* zip disks and CD-R's only. Ads may also be submitted via email or ftp. Please call Melissa @ 910-763-8464 for instructions.

Accepted File Formats

Photoshop (CS & Below): PSD (Flattened), TIFF
Illustrator (9 & Below): EPS (with fonts converted to outlines)

If you use **Quark**, follow these steps:
Save/Export the completed ad as an .eps file. Open the .eps file in Illustrator or your vector graphics program of choice. Ensure that the .eps file is identical to your Quark file. Convert all text to outlines and re-save the .eps file and submit.

PDF files will be rasterized and saved as a tiff @ 300dpi.

Ad Production

The Insiders' Guide produces many ads in-house for our clients. If arrangements have been made with your sales representative to do this, please follow the following general guidelines for submitting artwork for production.

-Line art bitmapped images should be 600 to 1200 dpi and saved as uncompressed tiffs at 100% of final print size.

-B&W and Color photos should be scanned @ 300 dpi and saved as uncompressed tiffs at 100% of final print size. JPEG's are also accepted but not recommended. **PLEASE supply original color or b&w glossy photo for scanning whenever possible.**

-Logos and line artwork should be submitted as .eps files with any fonts converted to outlines.

-If digital files are not available, please submit the highest quality original printed material you have for scanning.

MAPS

COMBINED & COVER AD SIZES

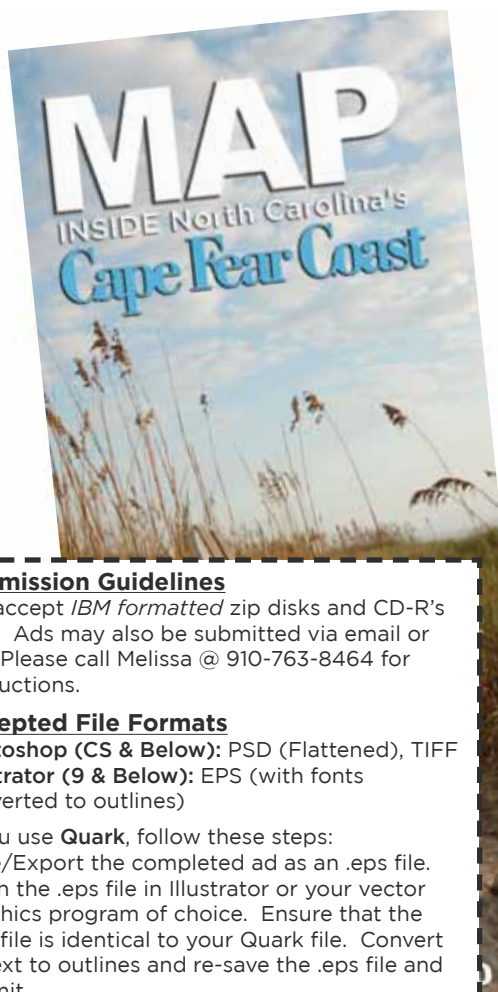
2 Medium Ads	3.25"w x 3.725"h
2 Large Ads	5.925"w x 3.25"h
Back Cover	4"w x 9.25"h *
Back Cover Bleeds .25" on Top and Left	

Wilmington Map

Small Ad
1.8"w x 1.56"h

Medium Ad
1.8"w x 3.25"h

Large Ad
3.25"w x 2.9"h



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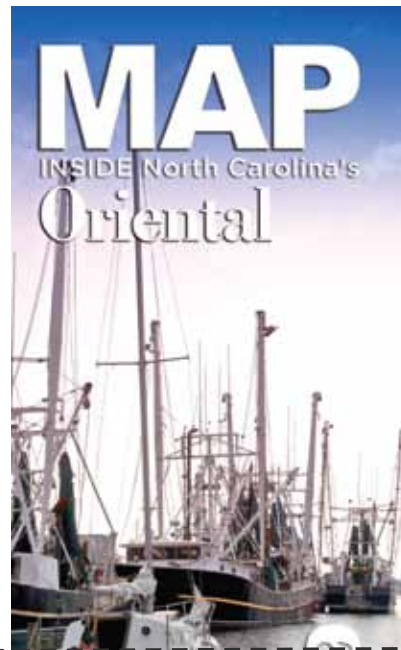
-If digital files are not available, please submit the highest quality original printed material you have for scanning.

COMBINED & COVER AD SIZES

2 Medium Ads	3.725"w x 3.25"h
2 Large Ads	3.25"w x 5.925"h
Back Cover	4"w x 9.25"h *
Back Cover Bleeds .25" on Top and Left	

MAPS

Oriental Map



Small Ad
1.8" w x 1.56" h

Medium Ad
1.8" w x 3.25" h

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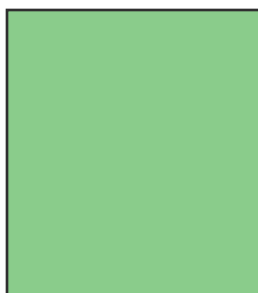
-If digital files are not available, please submit the highest quality original printed material you have for scanning.

MAPS

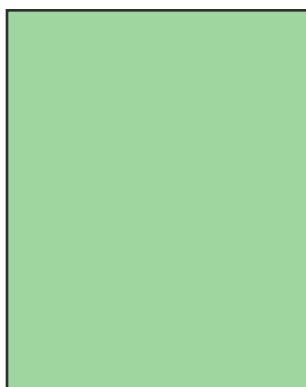
COMBINED & COVER AD SIZES

2 Horizontal Small Ads	3.6875" w x 1.56" h
2 Vertical Small Ads	3.6875" w x 3.45" h
Back Cover	4" w x 9.25" h *
Back Cover Bleeds .25" on Top	

Internet Banners & Icons



Basic Icon
Additional Icon
Chapter Banner
Premier Page Icon
1.33" w x 1.5" h



Mid Chapter Banner
1.58" w x 2" h



Tile
120 px x 90 px



● Internet Banners can be submitted digitally and must be in RGB mode @ 72dpi.

GIF or JPG Images are accepted.

Featured Placement available only in certain locations.

INTERNET

Book Ads

Full Page B&W
4.75"w x 8"h

1/2 B&W (Vertical)
2.25"w x 8"h

1/2 Page B&W
4.75"w x 4"h

1/3 Page B&W
4.75"w x 2.75"h

1/6 Page B&W
2.25"w x 2.75"h