

Production Guidelines For Display Ads

Photograph Submission-

The best scan will come from a clear, clean 35mm Photograph. Images scanned from magazines, flyers, rack cards, business cards etc will produce substandard results. Magazines and printed material are produced with a “patterned printing” (usually 88lpi) and are not continuous tone images (like a 35mm).

Electronic photographs (from computer or digital camera) should be submitted in either .jpg or .tif (PC Format) at a 300ppi resolution. The photographs can be sent in on a zip disk, CD rom, or E-mail (send to mark@hokuisland.com)

Files larger than 5mb should be directly uploaded to our FTP (please contact Mark Wilson)

NOTE: Please put the name of your business in the subject line of your e-mail

Photographs from Websites are only 72ppi and will produce *poor results* if used on a Display Ad.

LOGOS

Company logos are best submitted in electronic format vector graphic. PC format in one of the following types: **.eps .pdf .png .wmf .cgm .ai** - A high resolution bitmap is also acceptable (600ppi .tif ,.jpg or .pcx)

Logos submitted in printed form should be a camera ready (v-lox) image. No guarantees can be made for logos scanned off of business cards, flyers, paper cups, etc.

FONTS

There are literally **tens of thousands** of different kinds of fonts (typesets) available to computer users. If you require a specific font, the .tff font file needs to be e-mailed to us.

Final Ad Size

The final Display ad size is 11.3”wide x 8.7”High Full Bleed (color to the edges) Customers who wish to submit an entire ad in electronic format should use one of the following Formats (300ppi):

PC format .indd (Adobe Indesign CS2)

PC format .ai (Adobe Illustrator CS2)

PC format .psd (Adobe Photoshop CS2)

PC format .eps

PC format .tif

PC format .jpg

Microsoft Publisher 98 (or better) is also acceptable (watch out for imbedded fonts)

Macintosh- Macintosh files should be converted to .tif or .jpg (300ppi).

Finally- If anyone has any questions, needs clarification, or needs help deciphering their computer, please feel free to contact me at any time-

NOTE: Please put the name of your business in the subject line of your e-mail

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