



2011 York County Visitors Guide Advertising Information

Advertising Information

Please use the advertising information below to prepare and submit your camera-ready advertisement for the 2011 Official York County Visitors Guide.

For ad production information or questions, Contact:

Amanda Latham
717.852.9675 x. 109 or amanda@yorkpa.org

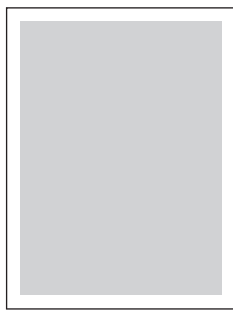
Important Dates

Camera-ready ads due on 9/24/2010.

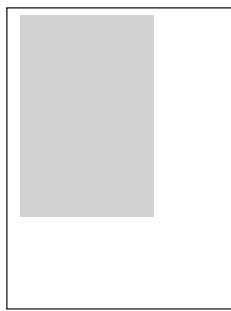
All ad materials must be submitted at this time. Late fees may apply to materials submitted after this date. Space is not guaranteed on materials received after 9/24/2010.



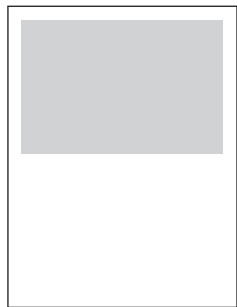
Full Page with bleed
8 3/8" x 10 7/8"



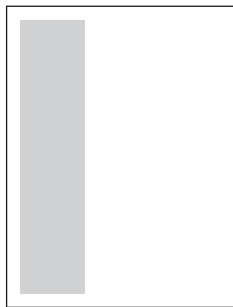
Full Page
7" x 9 1/2"



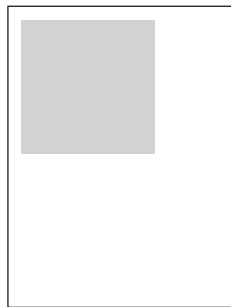
1/2 Vertical
4 5/8" x 7"



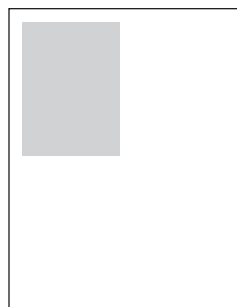
1/2 Horizontal
7" x 4 5/8"



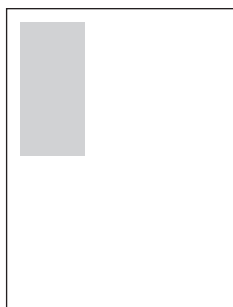
1/3 Vertical
2 1/4" x 9 1/2"



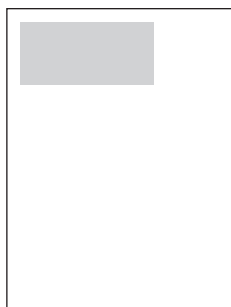
1/3 Square
4 5/8" x 4 5/8"



1/4 Page
3 3/8" x 4 5/8"



1/6 Vertical
2 1/4" x 4 5/8"



1/6 Horizontal
2 1/4" x 4 5/8"

Mechanical Specifications

Full Page	7" x 9 1/2"
1/2 Vertical	4 5/8" x 7"
1/2 Horizontal	7" x 4 5/8"
1/3 Vertical	2 1/4" x 9 1/2"
1/3 Square	4 5/8" x 4 5/8"
1/4 Page	3 3/8" x 4 5/8"
1/6 Vertical	2 1/4" x 4 5/8"
1/6 Horizontal	4 5/8" x 2 3/16"

Co-Op Ad Specifications

Co-Op ad specifications will be provided once a signed contract is in place. The page size of the co-op is determined by the number of advertisers. The YCCVB will determine the final size based on the number of ads sold for the co-op.

Enhanced Listing Specifications

35-Word Description

Please provide a 35 word max description to be included in your Enhanced Listing. Be sure to include any store or tour hours.

45-Word Description + Photo/Logo

Please provide a 45 word max description to be included in your Enhanced Listing. Be sure to include any store or tour hours.

Photo/Logo

Must be CMYK, no RGB, Spot or Pantone colors. Images must be 3" w x 2" h 300 DPI. Flattened TIFF files preferred. When sending EPS files, please turn text to outlines. EPS format with color preview. JPEG files are not acceptable.

Submission for Enhanced Listing

E-mail enhanced listing to: ads@yorkpa.org
When sending your information, please include "2011 Enhanced Listings" in the subject line and your contact information in the body of the e-mail. File name for any attachments should be the advertiser's name or initials.

Mechanical Specifications Continued

High Resolution PDF - Preferred Format:

Use Adobe PDF preset PDF/X1a. Please make sure PDF files are Acrobat 5 compatible, 300 DPI, CMYK and that fonts are embedded.

Other Acceptable Formats:

High resolution TIFF or EPS files with fonts embedded are also acceptable.

Applications:

Adobe Acrobat 9.0; InDesign CS4, Adobe Illustrator CS4 and Adobe Photoshop CS4.

Unacceptable Applications:

Adobe PageMaker, Quark, Microsoft Publisher, Corel Draw, Microsoft Word, Excel and Powerpoint cannot be accepted as camera-ready formats.

Graphics:

Must be CMYK, no RGB, Spot or Pantone colors. Images must be 300 DPI. Flattened TIFF files preferred. When sending EPS files, please turn text to outlines. EPS format with color preview. *JPEG files are not acceptable.*

Fonts:

Use Type 1 Postscript fonts only. Fonts must be embedded in PDF file or supplied. Convert fonts to outlines when applicable.

Convert to Paths:

If artwork was created in an illustration program, we recommend converting all fonts to paths before submitting artwork.

Stylized Fonts vs. Menu Styles:

Do not use menu styles in your software, always use the corresponding stylized font file to avoid any conflicts.

Ad Sizes:

Ad must be sized correctly. Space exceeding size indicated in any direction will be considered a bleed.

Bleeds:

- On full-page bleed ads, keep live matter 5/16" from trim on all sides.
- Bleeds must extend at least 3/16 beyond trim area.

Proofs:

All ads should be accompanied by a hard copy proof. Laser or ink jet proofs are acceptable for content only. Proofs must be representative of the supplied file at actual size and display a printer's color bar for accurate color reproduction.

Media Submission:

Artwork under 4MB can be e-mailed to: ads@yorkpa.org
When sending your ad by e-mail, please include "2011 Visitors Guide Ad" in the subject line and your contact information in the body of the e-mail. File name should be the advertiser's name or initials.

Please ship ad materials to the following address for all artwork larger than 4MB:

Amanda Latham
155 West Market Street
York, PA 17401

For ad production information or questions, please

contact Amanda Latham at 717.852.9675 x. 109 or amanda@yorkpa.org

Changes:

Advertiser is responsible for any additional charges due to changes to artwork at blue-line stage, if schedule permits.

Mechanical Specifications:

Full-Page Trim Size: 8" x 10 -1/2"

Full-Page Bleed Size: 8-3/8" x 10-7/8"

Ad Design

If you do not have the ability to produce an ad, the YCCVB is available to assist partners with advertising design.

Formatted Ads

YCCVB will design formatted ads for interested advertisers. Specifications and a sample formatted ad available upon request.

\$50 Half Page Ad or Smaller

\$100 Full Page Ad

Display Ads

YCCVB is happy to refer our partners to talented area designers who can assist with display advertising design. Inquire for a complete list of available design rates.