

Ad Submission

Ads may be submitted on disk or uploaded directly to the Discover America - USA Travel Guide's ftp site, <http://dropbox.yousendit.com/SmallWorld>. Ads should be accompanied by a hard-copy proof (see PROOFS). Small World Publications strives to reproduce all advertising to industry-quality standards. The advertiser, agency and/or designer is responsible for the resolution and quality of images, color match, font reproduction and or typographical errors. If you would like your disk returned, please provide a self-addressed, stamped envelope or disk mailer.

Ad Production & Materials

Small World Publications provides layout, typesetting and scanning for ad composition. The cost of services varies according to the type of work required. Production costs are non-commissionable. Changes to client-supplied materials will be subject to production charges.

Preferred Ad Format

PDF file (press optimized, with fonts embedded)

If PDF file is inconsistent with prevailing ad specifications, the ad will be returned to advertiser for modification, or run as submitted. PDFs created using PDF Writer, Publisher, Word, Excel or PowerPoint are not acceptable. Alternate ad formats are InDesign CS3 or CS4, Photoshop (.tif format) and Illustrator CS3 or CS4. All links and fonts must be included with the native file. Please convert RGB images to CMYK and do not provide .gif or .jpg images from web sites. Their quality is not adequate for printing. Do not overprint white objects or text.

Should a submitted file require modification to meet prevailing ad specifications, the advertiser will be notified that it may be subject to production charges.

Small World Publications does not accept PC fonts. If an ad requires several fonts or PC fonts, the text should be converted to paths.

Small World Publications reserves the right to substitute fonts. Small World Publications does not accept ads created in Word, Publisher, Corel, Freehand, Quark or PageMaker.

Proofs

For quality-control purposes, a proof (hard-copy printout) of the ad should be provided. The following are preferred proof formats:

Black/White ads: Laser printer proof

4-color ads: Digital color proof, contract print quality, such as Agfa Sherpa, Kodak, Iris, etc. Note that a color printout from a non-calibrated printer is not accurate or representative of print quality. A contract-quality digital color proof can be generated by Small World Publications upon request, and is subject to prevailing charges.

Publication Specs

- Page Size(Trim): 7.875" x 10.875"
- Bleed Size: 8.125" x 11.125"
- Printing: Heatset web offset
- Color: Four color process (CMYK), no RGB
- Line Screen: 150 dpi
- Resolution: photos 300 dpi, line art 1200 dpi

Publication Specs

2-Page Spread

- Ad without bleed: 14.75" x 9.875"
- Ad with bleed: 16" x 11.125"

Full-Page Ad

- Ad without bleed: 6.875" x 9.875"
- Ad with bleed: 8.125" x 11.125"
- 1/2 page horizontal: 6.875" x 4.875"
- 1/4 page: 3.375" x 4.875"

