

1. Accepted Software

Macintosh-formatted digital files:

- QuarkXPress
- Adobe Photoshop
- Adobe Illustrator
- Export Freehand graphics as Illustrator EPS files.

Please note: We can accept PDF files, however additional charges may be necessary to make press ready.

2. Accepted File Formats for Graphics

Color Images:

Save in CMYK color mode as TIFF.

Please note: DO NOT use Photoshop DCS 1.0 or 2.0

Black and White Images: Bitmap or Grayscale TIFF

Image Resolution:

CMYK and Grayscale 300ppi at 100%.

Bitmap images 800ppi at 100%.

3. Correct QuarkXPress Document Setup

- Document Size *(see ad dimensions on right side for ad size)*
- Bleed Ads: The document size should match the trim size. Extend items that will bleed 1/8" beyond the page edges into the pasteboard area. For a full bleed, extend all four sides.
- Live Matter Area: Keep all text 1/4" inside the trim to ensure that text does not get cut off.
- Correct Color Palette Settings: Convert all RGB colors to CMYK. Convert all spot colors, including Pantone, to CMYK.
- Perform a "Collect for Output": This will notify you if any graphics are missing. You must update all modified graphics.
- Fonts: Be sure to collect both parts of each PostScript font (screen font and printer font).

4. Color Proofs

Please **DO NOT** rely on ink jet printers for accurate color proofing. Most ink jet printers do not yield accurate CMYK color output.

5. Need Help With Your Artwork?

If you need help producing your artwork, we can help provide you with design, scanning, proofing and other prepress services to suit your needs.

6. Delivering Your Ad

Physical Delivery: Provide your ad materials on Floppy, 100 or 250 MB Zip, CD or DVD and send to:

Art to Print Hawaii

1866-A Wili Pa Loop, Wailuku, HI 96793

Electronic Delivery: Stuff all materials using Stuffit (file can be no larger than 10MB), send via email to the appropriate island(s) email address below. Proof(s) may also be faxed to (808) 244-6680.

EMAIL

Aloha Maui Visitor Guide: amvg@a2phawaii.com
 Aloha Big Island Visitor Guide: abivg@a2phawaii.com
 Aloha Kauai Visitor Guide: akvg@a2phawaii.com
 Aloha Oahu Visitor Guide: aovg@a2phawaii.com

FTP

To deliver an Ad via ftp, Advertisers can post it to our ftp site:
 ftp.a2phawaii.com • User ID: transfer@a2phawaii.com • Password: clients
 Please go into the "Incoming" folder then select your specific Island folder (Aloha Maui Visitor Guide, Aloha Big Island Visitor Guide, Aloha Kauai Visitor Guide or Aloha Oahu Visitor Guide) and upload files. Once completed please send a confirmation email to the corresponding island.

Morakis Inc. dba Aloha Visitor Guides • 66 Ku'ukama Street • Kahului, HI 96732 • Phone & Fax 808.873.9677

Art Production: Art to Print Hawaii • PO Box 428 • Wailuku, HI 96793 • Phone 808.244.6670 • Fax 808.244.6680

Cover AD Dimensions

Please supply cover image in digital format (.jpg or .tif) at 300dpi.

	Width		Height	
<input type="checkbox"/> FRONT COVER				
Live Area	7 ³ / ₈	7.375	7 ¹ / ₈	7.125

"TITLE OF PIECE" ARTIST NAME & GALLERY NAME: Emailed Text

TABLE OF CONTENTS - ARTIST WRITE-UP:

Emailed Text Attached Text *(limited to 125 words or less)*

	Width		Height	
<input type="checkbox"/> INSIDE SECTION COVER				
Live Area	7 ³ / ₈	7.375	8 ¹ / ₈	8.125

EXAMPLE: DINING, GOLF, SHOPPING, ETC.

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Color AD Dimensions

	Width		Height	
<input type="checkbox"/> 2 PAGE Spread				
Trim	15 ³ / ₄	15.75	10 ⁷ / ₈	10.875
Bleed	16	16	11 ¹ / ₈	11.125
<input type="checkbox"/> FULL PAGE				
Trim	7 ⁷ / ₈	7.875	10 ⁷ / ₈	10.875
Bleed	8 ¹ / ₈	8.125	11 ¹ / ₈	11.125
Live Area	7	7	10	10
<input type="checkbox"/> FULL PAGE non-bleed	7	7	10	10
<input type="checkbox"/> 2/3-PAGE non-bleed	4 ⁵ / ₈	4.625	10	10
<input type="checkbox"/> 1/2-PAGE vertical non-bleed	3 ³ / ₈	3.375	10	10
<input type="checkbox"/> 1/2-PAGE horizontal non-bleed	7	7	4 ⁷ / ₈	4.875
<input type="checkbox"/> 1/3-PAGE non-bleed	4 ⁵ / ₈	4.625	4 ⁷ / ₈	4.875
<input type="checkbox"/> 1/4-PAGE non-bleed	3 ³ / ₈	3.375	4 ⁷ / ₈	4.875
<input type="checkbox"/> 1/6-PAGE vertical non-bleed	2 ¹ / ₄	2.25	4 ⁷ / ₈	4.875
<input type="checkbox"/> 1/6-PAGE horizontal non-bleed	4 ⁵ / ₈	4.625	2 ¹ / ₄	2.25
<input type="checkbox"/> BUSINESS CARD AD non-bleed	3 ¹ / ₂	3.5	2	2

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Black & White AD Dimensions

	Width		Height	
<input type="checkbox"/> FULL PAGE non-bleed	7	7	10	10
<input type="checkbox"/> 2/3-PAGE non-bleed	4 ⁵ / ₈	4.625	10	10
<input type="checkbox"/> 1/2-PAGE vertical non-bleed	3 ³ / ₈	3.375	10	10
<input type="checkbox"/> 1/2-PAGE horizontal non-bleed	7	7	4 ⁷ / ₈	4.875
<input type="checkbox"/> 1/3-PAGE non-bleed	4 ⁵ / ₈	4.625	4 ⁷ / ₈	4.875
<input type="checkbox"/> 1/4-PAGE non-bleed	3 ³ / ₈	3.375	4 ⁷ / ₈	4.875
<input type="checkbox"/> 1/6-PAGE vertical non-bleed	2 ¹ / ₄	2.25	4 ⁷ / ₈	4.875
<input type="checkbox"/> 1/6-PAGE horizontal non-bleed	4 ⁵ / ₈	4.625	2 ¹ / ₄	2.25

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* Additional charges may apply for files that are not set up properly or that take excessive processing or trouble shooting.