



NORTH AMERICAN DIRECTORY SERVICES, LLLP

Artwork Guidelines

ARTWORK FILES

Acceptable

- Original art/photos
- Adobe Illustrator files
(all text converted to outlines)
- PDF Files
- Photoshop Files (or other raster files—tiff, jpeg, png, etc.)
(Raster files should be 300 dpi or higher)
- Adobe InDesign Files
Mac Only (all artwork, fonts, files must be included)

NOT Acceptable

- Photocopies of original art
- Facsimile output of original art
- Inkjet or dot matrix printer output
- Print Shop Files
- MS Publisher Files
- Powerpoint Files
- Excel Files

High Resolution (300dpi or better) Adobe Acrobat (.pdf) files are recommended and tend to be the least problematic.

If a photo image is requested in a publication or advertisement, the **ORIGINAL PHOTO** should be provided if at all possible. **N.A.D.S. will not be held responsible for printed image quality if an ORIGINAL PHOTO is not provided.** Original photos will be returned to the client as soon as the image has been scanned and/or the ad has been approved. Photo originals may be color or black and white. Digital image files should be provided at 300 DPI or better.

Any ads/artwork that are provided in digital form MUST be accompanied by the appropriate font and image files. (We have a great collection of typefaces and stock art but don't assume that we have the ones that you used.) Vector based EPS files may have all text converted to outlines to avoid font issues but this means that we will not be able to edit the document for future publications without substituting the typeface and/or rebuilding the ad.

Ads that are provided as raster image files, (.TIF, .JPG, .PSD, .GIF, etc.) or PDF CANNOT be edited by N.A.D.S.

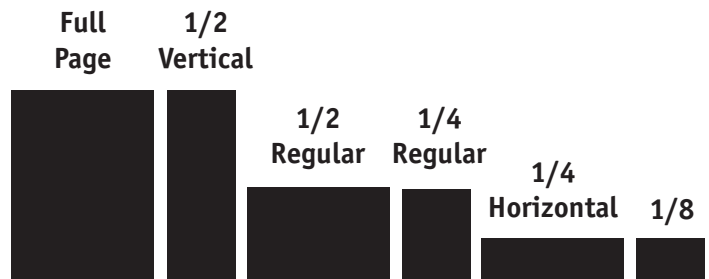
Advertisement Dimensions

1/8th Pg: Standard3.5"w x 2.25"h

1/4 Pg: Standard3.5"w x 4.75"h
 Horizontal... 7.25"w x 2.25"h

1/2 Pg: Standard 7.25"w x 4.75"h
 Vertical.....3.5"w x 9.75"h

Full Pg: Standard 7.25"w x 9.75"h



Let Us Design Your Ad

Artwork is due 3 weeks from the date of sale.

Submitting Artwork - E-mail or FTP

Artwork can be e-mailed to: artwork@guideaguest.com
or it can be uploaded with your favorite FTP software to:
ftp.digitalhotelguides.com
User Name: artwork@digitalhotelguides.com
Password: directory1!

Please keep in mind that North American Directory Services employs one of the best Production/Design teams in the industry and we would be happy to create an eye-catching ad just for you at no additional charge. All you need to do is to provide any original logos or photos to N.A.D.S. (originals will be returned) and provide the copy/information that you would like included in your ad as well as any stylistic ideas you may have and we'll do the rest. You will receive a proof copy of your ad prior to publication and may take that opportunity to fine tune any information that may need updating or changes.

**Kirk Whitham - Art Director • 970.663.5445 ext 109
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