



MARINE ELECTRONICS JOURNAL

GUIDELINES FOR SUBMITTING MATERIALS

Advertising materials may be submitted via digital media using the following guidelines:

A. Media

- We accept Zip disks and CD-ROMs, email attachments of 8MB or less, or ads posted to our ftp site (please email us for instructions on accessing our ftp site).
- If ad is color sensitive, please provide proofs for digital ads.

B. File Formats

- QuarkXPress, Photoshop, Illustrator, TIFF, and EPS files are accepted.
- All fonts in EPS files must be converted to outlines.
- All PDF format ads must be high resolution, CMYK, and contain embedded fonts. Please do not save Photoshop files as "Photoshop PDF."
- Any art or production work necessary to complete the preparation of an ad will be subject to supplemental fees.

C. Images

- Images should be either CMYK or grayscale. (Duotones and spot colors should also be converted to CMYK.)
- For optimal resolution, artwork should be at least 300 dpi at 100%. Line art should be 1200 dpi at 100%.
- Please do not nest EPS files within EPS files.
- Bleeds should be set to a minimum of 1/8" past trim.

D. Fonts

- Type 1 postscript fonts. Include all fonts (printer and screen).
- Any materials submitted with TrueType, Multiple Master, unsupported or missing fonts will be matched as closely as possible and replaced with a Type 1 postscript font, based on the proof provided.
- Please use specific fonts for italic and bold (e.g., when using Times, use Times Italic or Times Bold fonts, rather than choosing "italic" or "bold" from the style palette).

E. Production Services

Production services on ads may be provided for a fee. Please contact *MEJ* for more information.

F. Emailed submissions

Email your ad to the following people:

Bruce Cole
Leslie Curtis

bcole@mcnabbmarketing.com
lcurtis@mcnabbmarketing.com

G. Mailing instructions

Ship ad materials to:

Bruce Cole
Marine Electronics Journal
34 Spruce St.
Rockport, ME 04856 USA

Tel: 1-207-230-0554
Fax: 1-207-236-0369