



The Official Journal of the National Marine Electronics Association

## **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 should be sent to:** Bruce Cole, [bcole@mcnabbmarketing.com](mailto:bcole@mcnabbmarketing.com) and  
Leslie Curtis, [lcurtis@mcnabbmarketing.com](mailto:lcurtis@mcnabbmarketing.com)

**G. Mailing instructions:** Ship ad materials to

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

Tel: (207) 230-0554  
Fax: (207) 236-0369  
Email: [bcole@mcnabbmarketing.com](mailto:bcole@mcnabbmarketing.com)