

U.S. Guest Services

Publishing and Media Services for the American Hotel Industry

Ad Specifications

The "HOW-TO's" of Preparing Your Digital Files

This guide will help you to make sure that the files you create are well built and productive for a true quality and result when printed.

Supported Applications:

Adobe Illustrator 8.0 or 10.0 (save as an EPS or PDF)

Adobe Photoshop 5.5 (save as TIF or JPG, High Resolution minimum 300dpi)

Acrobat Reader 5.0 or 7.0 (PDF files)

Images:

All continuous tone and photographs should be scanned at 300dpi.

Test, logos and line work should be scanned at 1250dpi to avoid any jagged edges.

Saving Files:

Files should be saved as a PDF, EPS, TIF, or JPEG with all type fonts and images embedded. This will avoid any type of defaulting or missing photo or elements problems. When naming files, use only alpha & numeric characters. Keep names short (13 characters or less).

Ad Sizes (maximum image area):

Full page ad = 7.5"W x 10"H

Half page ad = 7.5"W x 4.875"H

Quarter page ad = 3.625"W x 4.875"H

Eighth page ad = 3.625W x 2.25"H

Transferring/Sending Files:

Please email your files to: artwork@usguestservices.net

Please indicate your Ad Title and the Hotel Directory the ad is to be printed.

NOTES: _____

U.S. Guest Services 11 McKinley Drive, McKees Rocks, PA 15136

Phone: 412-894-3320 Fax: 866-928-7530