



Town's & Associates, Inc.
 Publisher of Fine Custom Directories

**GRAPHICS INFORMATION
 & TERMINOLOGIES 2010**

We will be pleased to design an advertisement for you **FREE**.
 Please call our Graphics Department with any questions at 608-356-8757.

If you prefer to supply your own advertisement,
 the following information will assist in ensuring quality and clarity.

HARDWARE

1. We work with **Macintosh** computers.
2. We can accept camera-ready artwork on **CD or e-mail**.
3. We have quality **Scanners** to scan your photos or logo.
4. **Camera-ready art on disk must be completed in software** noted in the following section, or we will not be able to place the artwork. It is also important that we are supplied with a **hard copy** of what is on the disk. This is to ensure content and the correct font usage. Please include all linked fonts and graphics used in the advertisement.

SOFTWARE

1. We use the following software:
InDesign CS, Adobe Illustrator CS, Photoshop CS, and Quark 6.0.

**WE ARE UNABLE TO SUPPORT DOCUMENTS
 CREATED IN MICROSOFT PUBLISHER.**

AD SIZES

1. Please consult with your salesperson or our graphics department to determine which type of directory your advertisement will be in.

8.5" x 11" BINDER DIRECTORY

Advertisement Sizes:

Full Page	7.25" w x 10" h
1/2 Page (Vertical)	3.5" w x 10" h
1/2 Page (Horizontal)	7.25" w x 4.75" h
1/4 Page (Vertical)	3.5" w x 4.75" h
1/4 Page (Horizontal)	7.25" w x 2" h
1/8 Page	3.5" w x 2" h

7" x 10" BINDER DIRECTORY

Advertisement Sizes:

Full Page	5.75" w x 9" h
1/2 Page (Vertical)	2.75" w x 9" h
1/2 Page (Horizontal)	5.75" w x 4.375" h
1/4 Page (Vertical)	2.75" w x 4.375" h
1/4 Page (Horizontal)	5.75" w x 2" h
1/8 Page	2.75" w x 2" h

SUPPLYING TOWNS & ASSOCIATES, INC. ARTWORK TO CREATE ADVERTISEMENT

1. **Logos.** Remember, a color logo will turn out black/white and grey if used for a black/white ad. If a logo is printed with thermographic ink (raised & puffy) it is difficult to reproduce clean lines, because the scanner reflects light off the shiny ink.
2. **Artwork for ads.** Do not staple or draw directly on artwork or tape directly on art. Put it in an envelope or mount it on another piece of paper and staple that to the contract. If you have changes to a map, logo or ad, please indicate them next to the original art. Just remember, the art that you supply is all that we have to work with.
3. **Photographs.** Photos are a wonderful way to add depth and comprehension to an advertisement. If a customer can see what the place of business looks like, or what they specialize in, it is more inviting. Photos from brochures, newspaper ads, yellow pages etc. are not a good choice. The dot-gain tends to cause pictures to appear 'muddy,' especially when changing the size of the original picture.

When e-mailing us images, please make sure they are a resolution of 300 dpi.

FAXING TOWNS & ASSOCIATES, INC.

1. **Faxed ads and photographs do not transmit cleanly through our fax machine; please mail them to us.** If your ad consists of just text, you may fax your advertisement copy to: **608-356-8875.**

COLOR ADVERTISEMENTS

1. **Four-color advertisement.** A four-color ad will be an extra \$250.00 cost to the advertiser.
2. **Spot color** on an advertisement is very easy to do. This is used to highlight certain information and costs \$75.00 per color for the advertiser. Please supply PMS color or consult with Graphics Department or your salesperson to determine the spot color.

FULL-PAGE MENUS

1. **Typesetting full-page menu.** An additional one-time charge of \$23 is required for typesetting full-page menus.

DESIGN & TYPOGRAPHY

1. **Reverse** refers to print that is white on a black background. This can be a whole ad or a single line of type reversed out of a box in an advertisement. **Reverse.** Serif fonts get lost in reverse print, so please consider that.
2. For ads created in **Illustrator**, please create outlines of the fonts. Select the text, go under the type menu and select Create Outlines.
3. We have a vast assortment of **clip art** and different **borders**. If you explain what you'd like or have an example, we will be happy to work with you to create just the right look for your advertisement.

INTERNET INFORMATION

1. **Please supply your Internet/Website Address** so if we need to get a general idea of your business we can look at your website for ideas and/or graphics and photos.
2. If you would like to **send us an electronic file 20 Meg or less in size**, send it to:
townsgraphics@yahoo.com
3. **Types of files: Macintosh format .tif, .pdf and .eps** work the best. Files should be high quality, 300 dpi images. File too big? You may condense it using Stuffit! software.
4. On your e-mail to us please **include the business name and the city name** of the hotel directory that it is for. Also include a **contact person and phone number** in case we have questions.

Our Graphics Department will be happy to answer any questions you may have.

Please feel free to contact them!

Phone: 608-356-8757

FAX: 608-356-8875