PRODUCTION SPECIFICATIONS
Visitor Magazines will be produced using up-to-the-minute publishing technology. Always send a proof with your ad. All files submitted not conforming to our specifications will require production time and will incur additional production charges.

ACCEPTED SOFTWARE
Macintosh-formatted digital files: QuarkXPress, Adobe Photoshop, Adobe Illustrator, and PDF files, however additional charges may be necessary to make press ready.

ACCEPTED FILE FORMATS
Color Images: Save in CMYK color mode as TIFF. Black and White Images: Bitmap or Grayscale TIFF. Image Resolution: CMYK and Grayscale 300dpi at 100% of size. Bitmap images 800dpi at 100%.

CORRECT QUARKXPRESS SETUP
Document Size: (please see Mechanical Requirements). Bleed Ads: The document size should match the trim size. Extend items that will bleed 1/8" beyond the page edges into the pasteboard area. For a full bleed, extend all four sides. Live Matter Area: Keep all text 1/4" inside the trim to ensure that text does not get cut off. Correct Color Palette Settings:

Convert all RGB colors to CMYK. Convert all spot colors, including Pantone, to CMYK Perform a "Collect for Output": This will notify you if any graphics are missing. You must update all modified graphics. Fonts: Be sure to collect both parts of each PostScript font (screen font and printer font).

COLOR PROOFS
Please DO NOT rely on ink jet printers for accurate color proofing. Most ink jet printers do not yield accurate CMYK color output.

NEED HELP?
If you need help producing your artwork,a we can help provide you with design, proofing and other prepress services to suit your needs.

DELIVERING YOUR AD
Physical Delivery: Provide your ad materials on Floppy, 100 or 250 MB Zip, CD or DVD and send to: Art to Print Hawaii, 1866 Wili Pa Loop, Wailuku, HI 96793.

ELECTRONIC DELIVERY
Stuff all materials using Stuffit (file can be no larger than 10MB), send via email to:
Maui Visitor Magazine:
mvproduction@spectracolor.info
Big Island Visitor Magazine:

bivproduction@spectracolor.info
Kauai Visitor Magazine:
kvproduction@spectracolor.info
Oahu Visitor Magazine:
ovproduction@spectracolor.info

FTP INSTRUCTIONS
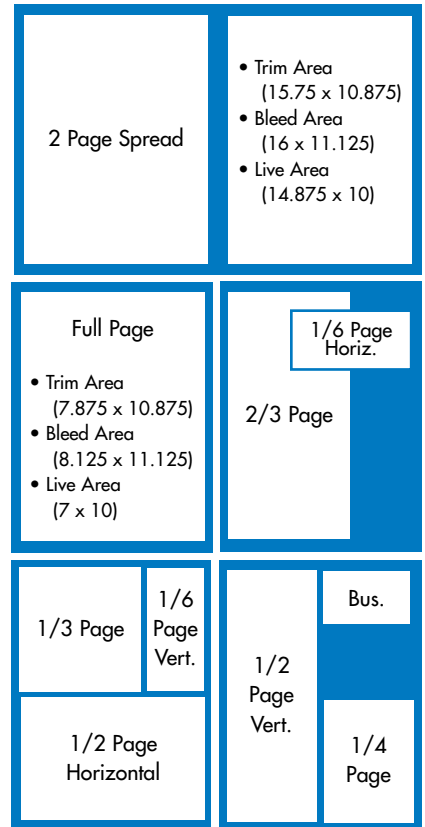To deliver an Ad via ftp, Advertisers can post it to our ftp site:
• ftp.spectracolor.info
• User ID: transfer@spectracolor.info
• Password: files
Please go into the "Incoming" folder then select your specific Island folder (Maui Visitor, Big Island Visitor, Kauai Visitor or Oahu Visitor) and upload files. Once complete please send a confirmation email to the corresponding island.

PUBLISHERS INDEMNITY
All rights reserved. Publisher reserves the right to reject any ad copy. It is understood that the advertiser agrees to indemnify and protect EVCom, Inc. from any claims or expenses resulting from the unauthorized use of any name, photograph, design or words protected by copyright, registered trademark, label or any other legal protection in connection with advertising appearing in any Visitor Magazine.

- Preferred positions and production charges are extra.
- Prices & Deadlines & Circulation subject to change without notice
- This rate sheet with deadlines is found on the web at www.visitormagazines.com
- Combo or multi-ad discount of 15% off the second ad of the same size in the same or other island magazine

Color AD Dimensions

	Width		Height	
2 PAGE Spread Trim	15 3/4	15.75	10 7/8	10.875
Bleed	16	16	11 1/8	11.125
FULL PAGE Trim	7 7/8	7.875	10 7/8	10.875
Bleed	8 1/8	8.125	11 1/8	11.125
FULL PAGE non-bleed	7	7	10	10
2/3-PAGE non-bleed	4 5/8	4.625	10	10
1/2-PAGE vertical non-bleed	3 3/8	3.375	10	10
1/2-PAGE horizontal non-bleed	7	7	4 7/8	4.875
1/3-PAGE non-bleed	4 5/8	4.625	4 7/8	4.875
1/4-PAGE non-bleed	3 3/8	3.375	4 7/8	4.875
1/6-PAGE vertical non-bleed	2 1/4	2.25	4 7/8	4.875
1/6-PAGE horizontal non-bleed	4 5/8	4.625	2 1/4	2.25
BUSINESS CARD AD non-bleed	3 1/2	3.5	2	2

Black & White AD Dimensions

	Width		Height	
FULL PAGE non-bleed	7	7	10	10
2/3-PAGE non-bleed	4 5/8	4.625	10	10
1/2-PAGE vertical non-bleed	3 3/8	3.375	10	10
1/2-PAGE horizontal non-bleed	7	7	4 7/8	4.875
1/3-PAGE non-bleed	4 5/8	4.625	4 7/8	4.875
1/4-PAGE non-bleed	3 3/8	3.375	4 7/8	4.875
1/6-PAGE vertical non-bleed	2 1/4	2.25	4 7/8	4.875
1/6-PAGE horizontal non-bleed	4 5/8	4.625	2 1/4	2.25

The People

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