

Nights PUBLICATIONS

Aruba Nights, Bonaire Nights, Curaçao Nights and St. Maarten Nights

Soft Cover	Ad Size		
	WIDTH		HEIGHT
Full Page (Trim)	5.25"	x	8.25"
Double Page (Trim)	10.5"	x	8.25"
IMPORTANT: Full/double page ads must have 0.25" bleed and 0.25" safety margins on all sides			
Coupon (Trim)	5.25"	x	4"
NOTE! Coupons are two (2) sided, a FRONT and a BACK DESIGN should be supplied			
IMPORTANT: Coupons must have 0.25" bleed and 0.375" safety margins on all sides			
1/2 Page (Horizontal)	4.625"	x	3.625"
1/2 Page (Vertical)	2.1875"	x	7.375"
1/3 Page (Horizontal)	4.625"	x	2.3125"
1/4 Page (Vertical)	2.1875"	x	3.625"
1/6 Page (Horizontal)	4.625"	x	1.375"
Special Inserts 1/2 Page DPS	Specs on request		
MAP SPOTS (ARUBA/ST. MAARTEN)			
	WIDTH		HEIGHT
Map Spot (Horizontal)	4.31"	x	2.777"
Map Spot (Vertical)	2.777"	x	4.31"

Useful Info / Artwork / Software

TRIM: The trim size of an ad indicates its final size once printed and cut.

BLEED: Full/double page ads and coupons should have **0.25" bleed on all sides**.

SAFETY MARGINS: Please make sure that logos, text or main product are not too close to the edges and **allow safety margin of 0.25" on all sides** of ad from the trim.

MINIMUM POINT SIZE: **Supplied ads should not have text smaller than 7 pts.**

LAYERS & DIGITAL FILES: **All Photoshop flattened files must also be accompanied by their original document in layers.** We accept Quark Express, Illustrator & Photoshop files. Files created in Word, Freehand, Corel Draw and PageMaker will not be accepted. All IBM/PC ads can be accepted only if saved as EPS files and all fonts converted to outline. Nights Publications will not be held responsible for inaccuracies resulting from artwork created with IBM/PC software.

300 DPI RESOLUTION: **All photos used in the layouts should be high-resolution images: 300 dpi minimum and scanned at original size (100%).** Please be sure to include all TIFF & EPS files (placed art too). Photos should be CMYK files, not RGB.

LOGOS: If possible, send vectorial logos saved as Illustrator EPS files. Logos saved in Photoshop must be 300 dpi high-resolution files (color) or 1200 dpi if saved as BITMAP (B&W line-art) files.

FONTS: **In case a spelling mistake needs to be corrected, please include all the necessary fonts even if they have been converted to outlines.**

PROOFS AND ARTWORK: Agencies must include ad approval from client when sending ad material. We accept ads on CD, via email or FTP. All ads must be formatted for Macintosh computers. **Please do not send original CDs, photos or slides as they will not be returned.**

PDF DOCUMENTS: PDFs should comply with the **PDF/X-1a ISO Standard. The crop marks must be offset by 12 points (0.167").** Full Page Ads and Coupons Only: **include 0.25" bleed on all sides.**

Deadline

Ad material must be received no later than **July 15.**

In the event that material is not supplied by the deadline, publisher is entitled to supply same to best of his ability, at client's expense. Please note that we cannot guarantee the exactness of the end result if safety margins, trim, bleed, digital requirements and deadlines are not respected.

Sending artwork BY FTP

FROM WEB BROWSER
<http://69.70.9.42:8080>

USER NAME: nights05
PASSWORD: ads05pub

If you encounter difficulties with our FTP server, please email: sgoedike@nightspublications.com

Sending artwork BY EMAIL

miruna@nightspublications.com

If you have questions about our specs, please email us.

Sending artwork BY FEDEX

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1751 Richardson Street, Suite 5.530
Montreal, QC, H3K 1G6, CANADA
Tel: (514) 931-1987 • Fax: (514) 931-6273

Client is liable for any shipping, customs and brokerage charges. Digital artwork and other material that does not comply to our technical specifications will be returned to client/agency at client's expense.

Quick checklist...

To avoid material being sent back please make sure the following points have been respected before sending us your ad material:

- SIGNED AD APPROVAL FROM CLIENT IS INCLUDED**
- AD SIZE IS CORRECT**
- PDF FILES ARE PDF/X-1a ISO STANDARD WITH CROP MARKS OFFSET BY 12 POINTS**
- 0.25" BLEED ON ALL 4 SIDES**
- 0.25" SAFETY MARGINS ARE RESPECTED**
- IMAGES ARE HIGH-RES (300 dpi at 100%)**
- PHOTOSHOP FILES IN LAYERS INCLUDED**
- LOGOS ARE VECTORIAL OR 300/1200 DPI FILES**
- ALL FONTS ARE INCLUDED**
- PRINTOUT & DIRECTORY ARE INCLUDED**