

Copy Requirements for the 2012 MARINER'S ANNUAL

Advertising Section

| Ad Size | Dimensions (Width x Height) | |
|------------------------|-----------------------------|-------------|
| | Inches | Millimeters |
| Full Page | 7.25 x 9.25 | 185 x 235 |
| Half Page (Horizontal) | 7.25 x 4.5 | 185 x 115 |
| Half Page (Vertical) | 3.5 x 9.25 | 90 x 235 |
| Quarter Page | 3.5 x 4.5 | 90 x 115 |

Acceptable Formats: Files *must* be supplied as Mac QuarkXPress® 8.5 or Adobe InDesign® CS5 **source** files with all elements sized correctly and in place. All images, graphics and fonts should be collected and supplied with each ad, and any references to third party plug-ins should be removed. Ads sent in PDF format are not acceptable.*

MARINER'S ANNUAL is produced from Mac files. If PC files are supplied, there will be a supplemental charge for their conversion.

The PDFs that we prepare from your application files are used to print the book and to create the electronic versions of MARINER'S ANNUAL.

*An ad received as a PDF, rather than as an original application file, must be converted to an image for placement into the standard template from which final PDFs of our pages are made. This will not affect the ad's appearance, but *the text will not be searchable* in our electronic formats (CD, MA Online and ShipServ Pages). For this reason, a PDF, TIFF, JPEG or EPS of an entire ad, placed into a Quark or InDesign file, will also not work.

Acceptable Ways of Supplying Application Files:

- On a CD (accompanied by a printed copy for reference)
- By electronic transmission (accompanied by a PDF for reference)
 - Files up to 90MB can be uploaded to our FTP site (instructions available upon request).
 - Files up to 5MB can be sent by email (as .zip or .sit files).

Text: Because the same PDFs are used to print the book and then to create our CD, MA Online, and files for ShipServ Pages, *all text should be keyed in*. Scanned text or text that is part of an image is not recognized by the Adobe Acrobat® Search function.

Fonts: Only PostScript or Open Type fonts should be used and supplied. True Type fonts are *not* acceptable, as they do not translate accurately on the high-end output devices used by our printer. Because PC and Mac versions of the same font are not always identical, send only Mac fonts if an absolute match is essential.

Fonts should not be styled with the style palette in Quark or InDesign. Always use the actual font for the style desired (e.g., Times Bold) or the characteristic may be lost in output.

Placed Images: Photos, diagrams, charts, logos and other design elements should be TIFF or EPS images created in PhotoShop or Illustrator. Resolution should be 300 dpi for halftones and 1200 dpi for line art, at actual size. All images for color ads must be prepared as **CMYK**. Images for black-and-white ads must be either grayscale or black-and-white.

Production Assistance: If you cannot supply finished copy per the above specifications, production assistance is available at \$120 per hour (\$40 minimum).

Catalog Section

| Ad Size | Dimensions (Width x Height) | |
|----------|-----------------------------|-------------|
| | Inches | Millimeters |
| Ad Strip | 7.25 x 1.00 | 185 x 25 |

Revisions to current pages: We will have your changes made to our existing file(s) and send proof(s) for your approval. Charges for revisions are based on the amount of work to be done.

New material: New pages are created by our production staff, with customer's guidance on product details. When content has been approved, a Quark file of each page is prepared. There is a one-time charge for preparation of the Quark file, based on the complexity of the material and how much of it is supplied to us in digital form.