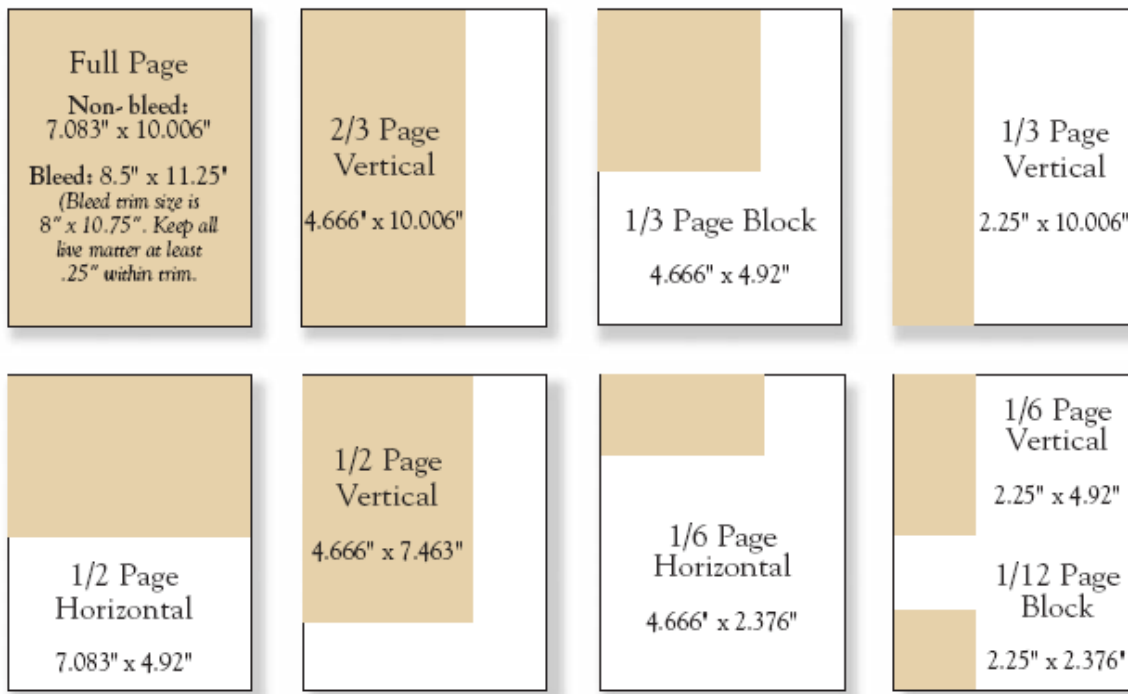


TRAVELHOST Advertising Specifications



TRAVELHOST production teams use iMac computers equipped with the following software: QuarkXPress 4.0 for ad and editorial building, Adobe Illustrator 8.0 for logos and ad building, and Adobe Photoshop 5.5 for Imaging.

Guidelines for digital ready material

Acceptable disk types: 2 Gig Jazz, 100MB Zip, CD, 3.5" Floppy Disk and 150 MB Imation Super Disk.
Please include 2 color laser copies of all pages in the document with the disk.

About the Document: The final document should be built using QuarkExpress and saved in QuarkExpress 4.0 format. Acceptable applications for placed art include Adobe Illustrator (saved in version 6.0 or higher as an Illustrator EPS) and Adobe Photoshop (saved as a TIFF or Photoshop EPS format). All pages in the document should be built the same size as the final trim size. For example, if the printed piece trims to 8"x10 3/4", then the document size should be set to 8" x 10 3/4". Allow any bleeds to bleed off the page 0.25" with at least 0.25" margin between the live area and the trim.

About Placed Art: Any art placed in the document should be saved in either TIFF or EPS format. Absolutely no JPEG, PICT CT, Etc is acceptable. 4-Color art should be saved in CMYK format only. Absolutely no RGB, Indexed Color, Duotone, etc is acceptable. (Anything other than CMYK will print as grayscale). Black and White art should be saved as GRAYSCALE and the line art should be saved as bitmapped. All supporting art should be included on the disk, even art placed inside another file such as Adobe Illustrator.

Line Screen and dots per Inch: Generally, the DPI of a photo should be twice the line screen of the printed piece. For example, if a piece prints at 133 line screen, the art should be 266 DPI. If a grayscale photo prints at a 100 line screen, the DPI should be 200. Line Art should be saved at 600 DPI.

Dot Gain: TRAVELHOST prints on heat set web presses. Please allow for a 25% dot gain to ensure appropriate adjustments for pleasing color process printing.

Fonts: All fonts used in the document and inside artwork should be Adobe Postscript fonts. Truetype fonts are NOT acceptable. Please submit all fonts (both screen and printer) used in the document on disk. Any fonts other than Postscript fonts should be saved in Adobe Illustrator as outlines to be replaced with a similar Adobe Postscript font.

Artwork Upload Instructions

1. Click on www.travelhost.com.
2. Click on **AP Logon** in the Upper Right Corner
3. The next screen will show an Advertiser Upload link. Please select "Upload your ad information" and a login screen will appear
 - Login: sacramento
 - Password: bnickerson
4. Once you enter the login and password, click on **Login**, and the Upload Screen will appear.
5. Please use the drop down to select the **Sacramento** market, and then use the **browser** to select the ad from your file to upload.
6. Once uploaded, you'll get a confirmation from the travelhost.com site. Please email me to let me know, and I will verify that the file has uploaded correctly.