

Put Your Organization on the Map...!

The All New... Midwest City & Eastern Oklahoma County Map

8,000 copies to be distributed:

- In Chamber of Commerce "New-Comer" Packets
- In the Chamber of Commerce information display area
- At the Midwest City, City Hall
- Through local business outlets
- Through Tours, Trade Shows and Conferences
- To Business Site Location Prospects

A scalable PDF version (with advertising) will be available online.

Single Ad Cost = \$295.00

6" x 2" Banner Cost = \$475.00

Double Ad Cost = \$545.00

Triple Ad Cost = \$745.00

Back Cover Cost = \$1,095.00

Back Inside Cover Cost = \$995.00

Panel Ad Cost = \$895.00

Contact David Burnett at
(405) 733-3801

or david.burnett@midwestcityok.com

For additional information.

AD SIZES

MAP SIDE

SINGLE
3.5" X 2"

BANNER
6" X 2"

**DOUBLE
VERT.**
3.5" X 4.25"

**TRIPLE
VERT.**
3.5" X 6.5"

DOUBLE HORIZ.
7.25" X 2"

TRIPLE HORIZ.
11" X 2"

COVERSIDE

SINGLE
3.5" X 2"

DOUBLE HORIZ.
7.25" X 2"

**DOUBLE
VERT.**
3.5" X 4.25"

**TRIPLE
VERT.**
3.5" X 6.5"

TRIPLE HORIZ.
11" X 2"

Panel
3
3.6" X 8.16"

Panel
2
3.6" X 8.16"

Panel
1
3.6" X 8.16"

**Inside
Back
Cover**
3.35" X 8.16"

Supplying Digital Artwork

Applications

All output files must be saved in the following versions (or lower): Photoshop (.psd, .tif, .eps), Corel 10 (.eps), Freehand MX (.fh(#), .eps), Illustrator CS4 or earlier (.ai, .eps), InDesign CS4 or earlier, Pagemaker 7, or Quark 7. If submitting PDF files they must have been distilled with "Press" job options settings (with .125" bleed on all 4 sides where applicable). PDF files should not be "printed" from Microsoft Word unless you follow the directions below: "Creating PDFS". Absolutely **no** Microsoft Presentation, Publisher, Powerpoint will be accepted.

InDesign, Quark & Pagemaker: All artwork and fonts used in the ad **MUST** be supplied (separately) with the .qxd or .indd file.

Corel: Files must be saved as .eps. All artwork and fonts used in the ad **MUST** either embedded or be supplied (separately).

Freehand or Illustrator: Files must be saved as either their native format or .eps. All artwork and fonts used in the ad **MUST** either embedded or be supplied (separately). Transparency and Raster Image Effects must be 'high resolution'.

Photoshop: All extra channels are deleted. Minimum 300 Dots-Per-Inch or Pixels-Per-Inch. 4 Color Process artwork is saved in CMYK mode as a psd, tiff or eps file. Black & white (grayscale) artwork is saved in Grayscale mode as a psd, tiff or eps file. Monotones should be saved as grayscale and colorized in the page layout application. Type is not used in Photoshop files unless it is the only way the desired effect can be achieved. If type is used, the file must be an unflattened native photoshop file (psd) and you must supply all associated fonts (If fonts are not supplied, fonts will be replaced by New Atlas at New Atlas' discretion. JPGs and other compressed image formats are subject to additional charges.

Microsoft Word: All artwork and fonts used in the ad **MUST** be supplied (separately) with the .doc file.

Fonts

All necessary fonts must be included (both screen and printer fonts for Type 1 fonts).

Page Size

Documents are built to the exact size of the ad. Crop marks or registration marks should not be present. [Do not create a 8.5"x11" page for a business card ad (3.5"x2")]. If the ad is full page and has a bleed (instance of printing an illustration, design, or text to the edge of the page,) please extend the document size by .125". ie, 8.5"x11" ad: document size is 8.75"x11.25". The 'safe zone' is .25" margin within the 8.5"x11" printed size.

Graphics & Photos

Web graphics and photos used for web purposes can **NOT** be used. Graphics used for the web are too low in resolution, too blurry. Images designed for the web are based on 72ppi (72 pixels per inch.) Graphics and photos used in print are usually between 200ppi-400ppi. Generally, these images need to be 300ppi. If the images supplied do not meet this criteria, we cannot accept them for use in print.

Transparency

No items in non-Photoshop files use transparency filters. Transparency effects are used in Photoshop only. Programs like Illustrator and InDesign will allow you to place unflattened Photoshop files in them and apply transparency filters which will print correctly to composite printers but they will not print correctly to high end prepress rips used to image the files. It is understood that Transparency options used in any program other than Photoshop will produce unexpected results and are done at the client's own risk.

Any corrections to be made by New Atlas will be subject to replacing of fonts and possible labor charge.

Creating PDFS

Use Distiller or Acrobat Professional to create pdfs using the “Press” job options. Printing files out of Microsoft Word and similar programs should only be printed to the “AcrobatPDFWriter”. Settings for AcrobatPDFWriter: Page Setup: scaling=100%; Graphics=300dpi or higher. Compression: uncheck all. Font Embedding: Embed all fonts.

Supplying Hardcopy

Logos

Hi-Res “slick” (no photocopies, must be original prints)

Business Cards supplied by a Printing Service (no home user business cards)

Include Pantone Colors for accurate Color Reproduction

Unusable Material: Yellow Page Ads, Pre-printed Ads, Photocopies, Faxes, Internet Logos, Business Cards printed from inkjet printer, Business Cards with Staples through Logo.

Ad Copy

All Ad Copy must be supplied in full: all text that will be in the ad, all colors to be used, and layout instructions. If no special instructions on layout are supplied, the ad will be designed completely by the New Atlas dot Com, Inc.’s Graphic Design Department. Any redesign after initial design will be subject to labor charges (\$35.00/hour. Invoiced at completion of project.)

Photographs

All photographs must be originals. Photographs on business cards or other printed materials will **not** be accepted.