

### ARTWORK GUIDELINES

High Resolution (300dpi or better) Adobe Acrobat (.pdf) files are recommended and tend to be the least complicated. Other file types that we accept are listed below. When you are sending files, please include all graphic files, links and fonts, or outline all text. For additional information, please call 1.800.441.3002.

### HOTEL INFORMATION

Please include the following information when you upload or send in your file:

company/ \_\_\_\_\_ phone/ \_\_\_\_\_

contact/ \_\_\_\_\_ fax/ \_\_\_\_\_

email/ \_\_\_\_\_ ad size/ \_\_\_\_\_

hotels you are advertising with/ \_\_\_\_\_

special instructions/ \_\_\_\_\_

### ACCEPTABLE ARTWORK FILES

- Original art/photos
- Adobe Illustrator files (*all text converted to outlines*)
- PDF Files
- Photoshop Files (*or other raster files: psd, eps, tiff, jpeg, png, etc*)  
(*Raster files should be 300 dpi or higher*)
- Adobe InDesign Files (*all artwork, fonts, files must be included*)

### NOT ACCEPTABLE

- Photocopies of original art
- Facsimile output of original art
- Inkjet or dot matrix printer output
- Print Shop Files
- MS Publisher Files
- Powerpoint Files
- Excel Files

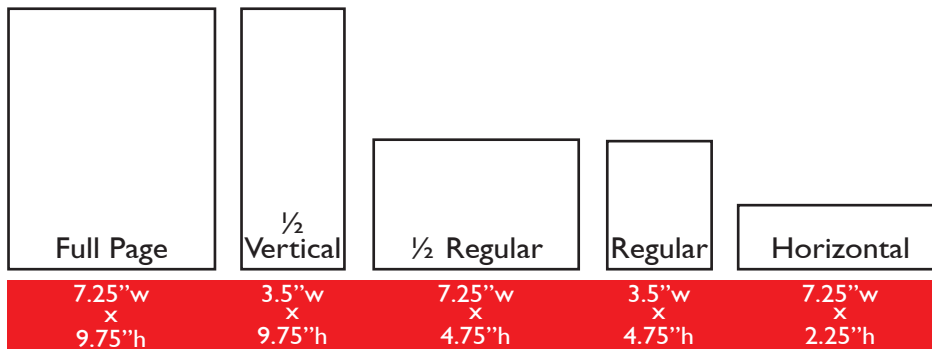
### ARTWORK IS DUE 3 WEEKS FROM THE DATE OF SALE

### PLEASE EMAIL ALL ARTWORK AND ADS TO: [JIMB@USADWORKS.COM](mailto:jimb@usadworks.com)

Original photos, images or artwork that are requested to be included in an advertisement should be provided if at all possible. US Adworks can not be held responsible for printed image quality if an ORIGINAL PHOTO is not provided. We will be more than happy to return any original photos, images or artwork, if requested, to the client as soon as the image has been scanned and/or the ad has been approved. Photo originals may be color or black and white. Digital image files should be provided at 300 DPI or better.

Any ads or artwork that are provided in digital form MUST include all fonts and image files. Although we have a wide collection of fonts and stock art files, please don't assume that we have the ones you have used. Vector based EPS files may have all text converted to outlines to avoid font issues but this means that we will not be able to edit the document for future publications without substituting the typeface and/or rebuilding the ad.

### ADVERTISEMENT DIMENSIONS



Please feel free to contact the  
 US Adworks Art Department  
 with any questions or comments  
 at 1.800.441.3003, or  
[jimb@usadworks.com](mailto:jimb@usadworks.com)

### NEED AN AD CREATED?

The design team at US Adworks is one of the best in the industry. We are more than happy to create an exceptional ad just for you at no additional charge. All you need to do is provide any original, photos, images or artwork to US Adworks (*originals will be returned upon request*) and provide the content/information that you would like included as well as any stylistic ideas you may have. We will do the rest! Once your ad is complete, you will receive a proof copy prior to publication. At that time, you may fine tune any information that may need updating or changes.