

### Map Specifications & Publication Requirements

Reynolds Maps are produced entirely in a digital format to insure quality and consistency of reproduction. Although we appreciate the security of film and it's associated proofing materials we prefer to receive ads electronically. Below are specific guidelines regarding the production of your ad that must be adhered for Reynolds Maps to guarantee the standard of it's own production. Thank you for your cooperation.

Your insertion on a Reynolds Map Publication can consist of 4 potential options:

- A vertical or horizontal ad consisting of 1 or more map units.
- A placement logo at your physical location on the map, including your phone number. (Includes phone number)
- Your company name in Street Index of Main Map.
- A business listing in the classified section of the publication.  
This Feature Applies to Chamber Maps Only. It is not available on The Guide to Washington.

#### It is the responsibility of Reynolds Maps to:

- Review all submissions.
- Converting ads to the master file.
- Making only corrections or adjustments to your ad, with prior client approval. In the event of changes Reynolds Maps Inc. is responsible for providing a proof to both client and advertiser for final approval.  
If your ad has been produced contrary to the production methods prescribed below your ad will be corrected at a cost of \$50.00 per hour. Reynolds Map cannot guarantee the reproduction of improperly built digital files. No cost will be incurred without prior consent of the advertiser.

#### Reynolds Maps is not responsible for:

- Proofreading any digital or furnished ad materials.
- For mistakes on ads that we have not received a final approval on by publication date.
- Ads provided on film that are incorrect in size. You will be notified immediately if your ad does not fit and given the opportunity to correct the ad if the production schedule allows. **Please double check your ad size with the supplied specifications as they have changed since our last production.**

#### The Client/Advertiser should:

- Provide all desired ad content in writing, such as: text, addresses, general information, logo. Your salesman will be happy to take this information and include it with your contract.
- Provide a map indicating the location of your logo on the final map. Your salesman will assist you with this information.
- Proofreading your ad and map logo placement.
- Approve the final proof with signature before the deadline.

#### Agencies and Studios submitting files or film are responsible for:

- Production of ad and map logo placement that fulfills requirements of both your client and our production staff. Any ads that have mistakes will be given the opportunity to be corrected if the production schedule allows.
- Successful completion of the materials submitted within the designated deadline.
- Proofreading your client's ad and map logo placement.

#### Acceptable Software/Applications

The following guidelines for digital files are the only acceptable formats to provide materials in at this time. All files should be Macintosh compatible with the following Applications:

Adobe Photoshop	Adobe Pagemaker 6.5 (No later)
Adobe Illustrator	QuarkXPress 3.2, 3.3, (4.0 files should be saved ad 3.3 versions)
Adobe InDesign	

- All Photoshop files (3.0 or better) should be saved in a Tiff or EPS format and must be converted to CMYK. Many ads use full color photographs. In order to separate accurately, these files must be converted to a CMYK Mode. All photographs must be at the correct resolution which is:
  - 250dpi at 100% reproduction size. Oversampled graphics or images with inordinately high resolutions will be corrected at the cost of the agency.
- All Illustrator files (3.2 or better) should be saved as a 6.0 to insure stability. They should also be saved as an EPS with 8-Bit preview.
- All Freehand files (5.0 or better) should be saved as a 7.0, the parent file should be included. All EPS files from Illustrator and Freehand must be trapped within that application. Although the final production is RIP trapped, a maximum of .15 pt trap between colors is recommended in your production. When using Freehand please include the actual editable Freehand file and an exported EPS.
- For PC Designers: QuarkXpress PC and Adobe Products are acceptable. In the case of PC files: All PC files will be converted into the Macintosh format for production. It is requested that a full color proof is provided to ensure complete and thorough conversion of your ad. It is suggested that all fonts are converted to outlines to guarantee production fidelity. PC and Mac Fonts are rarely compatible.
- In all instances: Files that cannot be converted accurately will be run to film individually from their respective applications, proofed and traditionally stripped. We also request that you provide laser print separations in addition to your full color proof, to guarantee the fidelity of your ad.

#### Art, Images, Photos and Digital Media

All digital files should be:

- Saved in CMYK mode as either an EPS or a TIFF format.
- If Pantone spot colors are specified please convert them to their process equivalents.
- Bit Map images should be saved at the correct resolution at the correct size / proportion - i.e. 250dpi/100%. Over sampled photos will be reduced to save RIP time.
- If slides, photo negatives, and/or photo positives are sent, there will be an additional charge for scanning them.
- Please provide a self addressed envelop for us to return your media such as CD-Rom, Zip, or Jazz Drives. Materials without self addressed envelopes will be sent back FedEx 3-day service and will be billed to the consignee.

# Reynolds Maps Inc.

**Serving The Washington Metro Area**

6987 Admetus Court  
Alexandria, VA 22315  
1.703.778.5866

## Ad Submission Form

A copy of this Information must be submitted with your ad materials to insure your ads insertion.

### Map Information-

This Ad will appear on:  Washington DC  
 Alexandria Chamber  Arlington Chamber  Montgomery County

### Client Information-

Advertiser's name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

### Agency/Studio Information-

Company name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

### Ad Information-

Disk type: \_\_\_\_\_  
File name: \_\_\_\_\_  
File size: \_\_\_\_\_  
Number of units: \_\_\_\_\_  
Side:  Main Map  Cover  
Platform:  MAC  PC  
Application & version used: \_\_\_\_\_  
Saved as: \_\_\_\_\_

Please list all art, images, photos used:

01. \_\_\_\_\_  
02. \_\_\_\_\_  
03. \_\_\_\_\_  
04. \_\_\_\_\_

Please list all fonts used:

01. \_\_\_\_\_  
02. \_\_\_\_\_  
03. \_\_\_\_\_  
04. \_\_\_\_\_

### Checklist-

Is all of your information correct? Please use this checklist to insure a smooth production.

Disk: The ad?  
-is saved in an application / version we can open?  
-have you trapped the file?  
-are all colors set to CMYK process?  
All fonts?  
-are both screen and printer fonts for every font used included?  
All art, images, photos?  
-are all files linked appropriately and included on the disk?  
-are all colors set to process?  
The map placement logo?  
-is it the correct size?  
-vector based?  
-is the phone number correct?

Documentation and Proofs: Ad proof enclosed?  
Map of logo placement enclosed?  
-is the phone number correct?  
Ad submission form enclosed?

### Please mail disk and proofs to-

Henninger Media Services  
Attn: Reynolds Maps  
2601-A Wilson Boulevard  
Arlington, VA 22201  
Tel: 703.243.3444  
Fax: 703.243.4023

For technical questions or issues regarding illustrations, please telephone Henninger Media Services or e-mail [jcave@henninger.com](mailto:jcave@henninger.com). Don't forget your self addressed stamped envelope for the return of your disk and other materials.

### Special Instructions (please write them on the back)

I have read and understood the specifications and publication requirements stated within these documents, and I have followed them to the best of my ability.

Client: \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

### HENNINGER USE ONLY-

Employee name: \_\_\_\_\_  
File received on: \_\_\_\_\_  
File reviewed on: \_\_\_\_\_  
Repairs needed: \_\_\_\_\_  
\_\_\_\_\_  
Hours spent: \_\_\_\_\_  
\_\_\_\_\_

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## Placed Files and Fonts

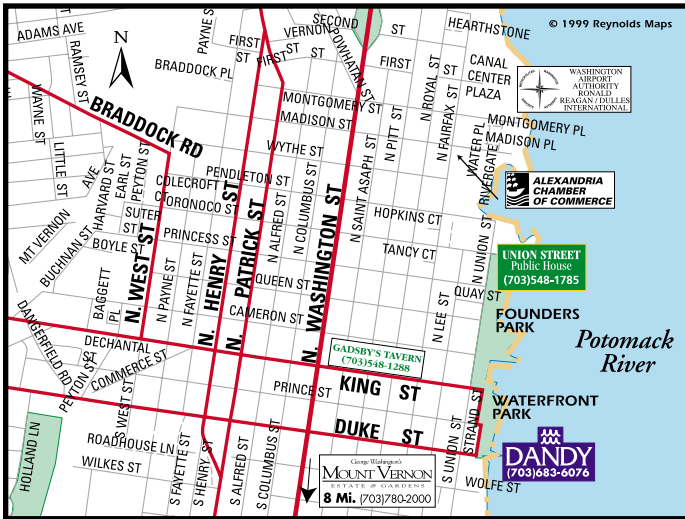
All placed files should be included with the final ad, there are no exceptions! This includes logos, photos or other graphics used in a file. This applies specifically to Photoshop, Freehand files and Illustrator files, without all placed or linked files we will not be able to produce your ad correctly.

A copy of all fonts used in your file should be included with your final ad, there are no exceptions. Although our service bureau has a vast selection of commonly used fonts they cannot keep every font available, therefore screen fonts and printer fonts must be included to ensure exact duplication of your file.

If your fonts are not included and a copy is not on file, all efforts will be made to substitute the closest font family for a charge. Please avoid PC fonts that do not have a MAC equivalent. TrueType fonts are not acceptable.

## Map Logo

Due to the complex nature of the digital construction of this map, your production of the map logo is equally important as the ad, and should be without flaws. The size requirements are  $\frac{3}{8}$ " x  $\frac{3}{8}$ " (.375" x .375") respectively. The client logo or name, and phone number are to be the only information within this shape. Reynolds Maps is not responsible for logos supplied with the incorrect phone number or typographical errors in client name.



## Map Logo Dimensions

.375" x .375"

$\frac{3}{8}$ " x  $\frac{3}{8}$ "



For consistency please set your phone number in  
Universe 57 Condensed in 4 pt. type: ex. 000.000.0000

## Production Charges

All ads will be reviewed to insure all placed files are available and properly linked and that all fonts necessary are available and that digital media is free of any virus. Production time at \$50 per hour will be incurred if modification in these areas is needed. Only necessary corrections will be made and an agent of our production staff or your salesman will contact you with the estimated cost before production occurs if the deadline allows.

## Ad Materials and Questions

In the interest of maintaining the quality of this production, every effort is made to maintain the integrity and quality of any digitally supplied ads. If you have any specific questions concerning digital pre-press, trapping of color, placed files, separations etc. please refer them to our production facility. All ad materials should be sent to the same address:

Henninger Media Services Attn: Reynolds Maps  
2601-A Wilson Boulevard  
Arlington, Va 22201  
reynoldsmaps@henninger.com

## Supplied Film and Line Screen Rulings

The publication uses 150 line screen ruling, NO EXCEPTIONS. All negative film provided must be: right reading emulsion down (RRED). Laser print separations are not acceptable for final art. Film positive separations are not acceptable. We would prefer you send digital files.

All supplied film must come with a color match proof made from the film you are supplying. The reproduction quality of your ad will not be guaranteed without the appropriate proofing materials.

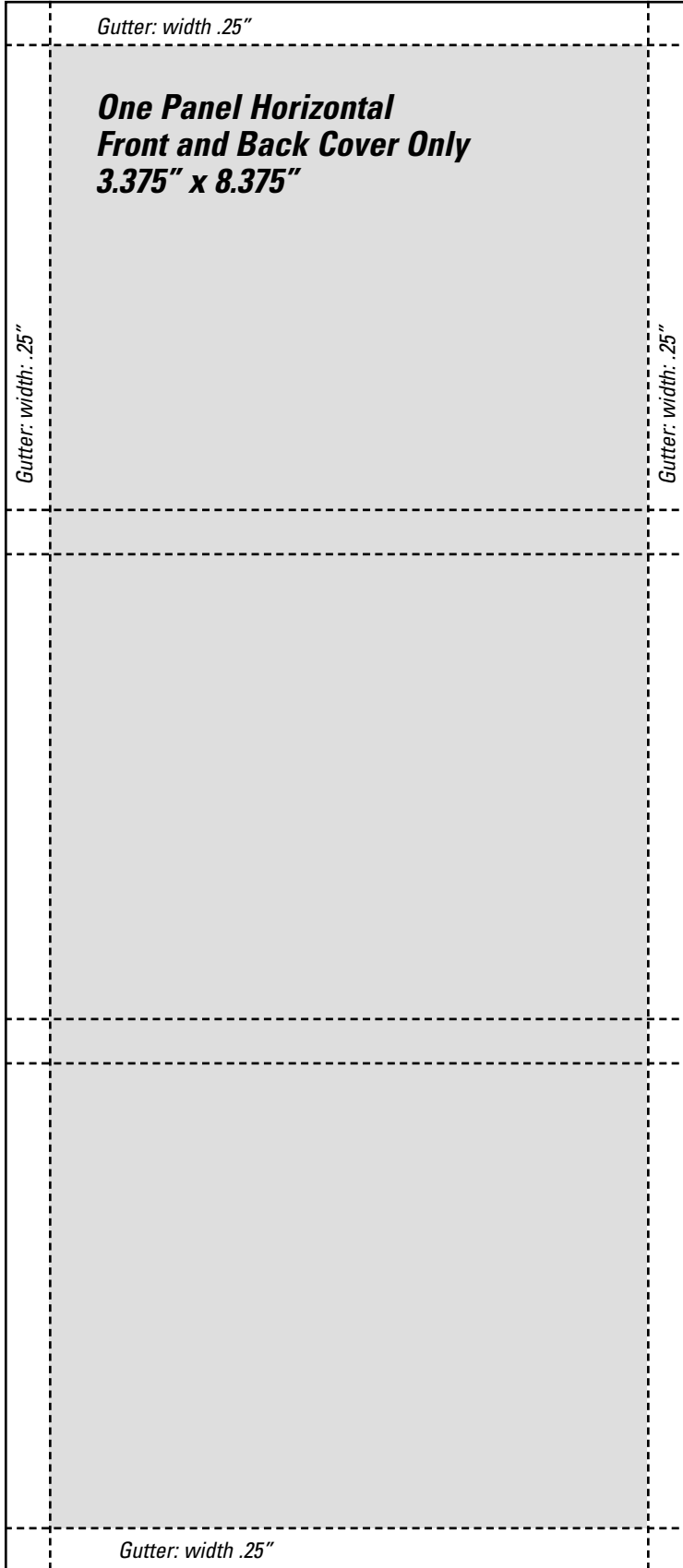
## ATTENTION: If you need an ad built-

Our production department will gladly develop advertising materials for your business. Basic rates are as follow-

Cost: 1 unit ad and a map placement logo \$250.00 per hour

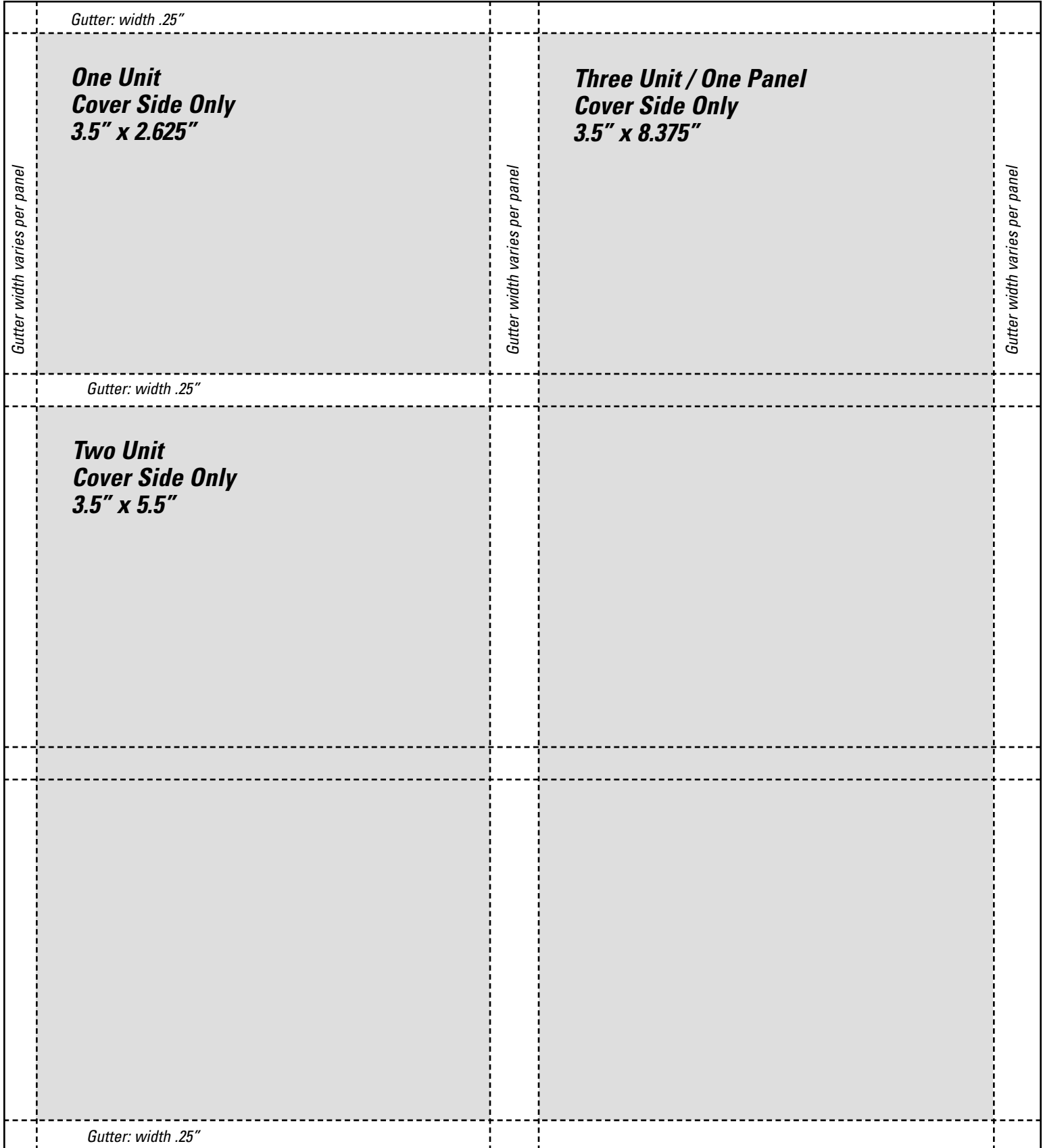
## Ad Sizes for Front and Back Cover Panels

If you have questions regarding the exact measurements of your ad please call Henninger Media Services at 703.243.3444 or e-mail [reynoldsmaps@henninger.com](mailto:reynoldsmaps@henninger.com)



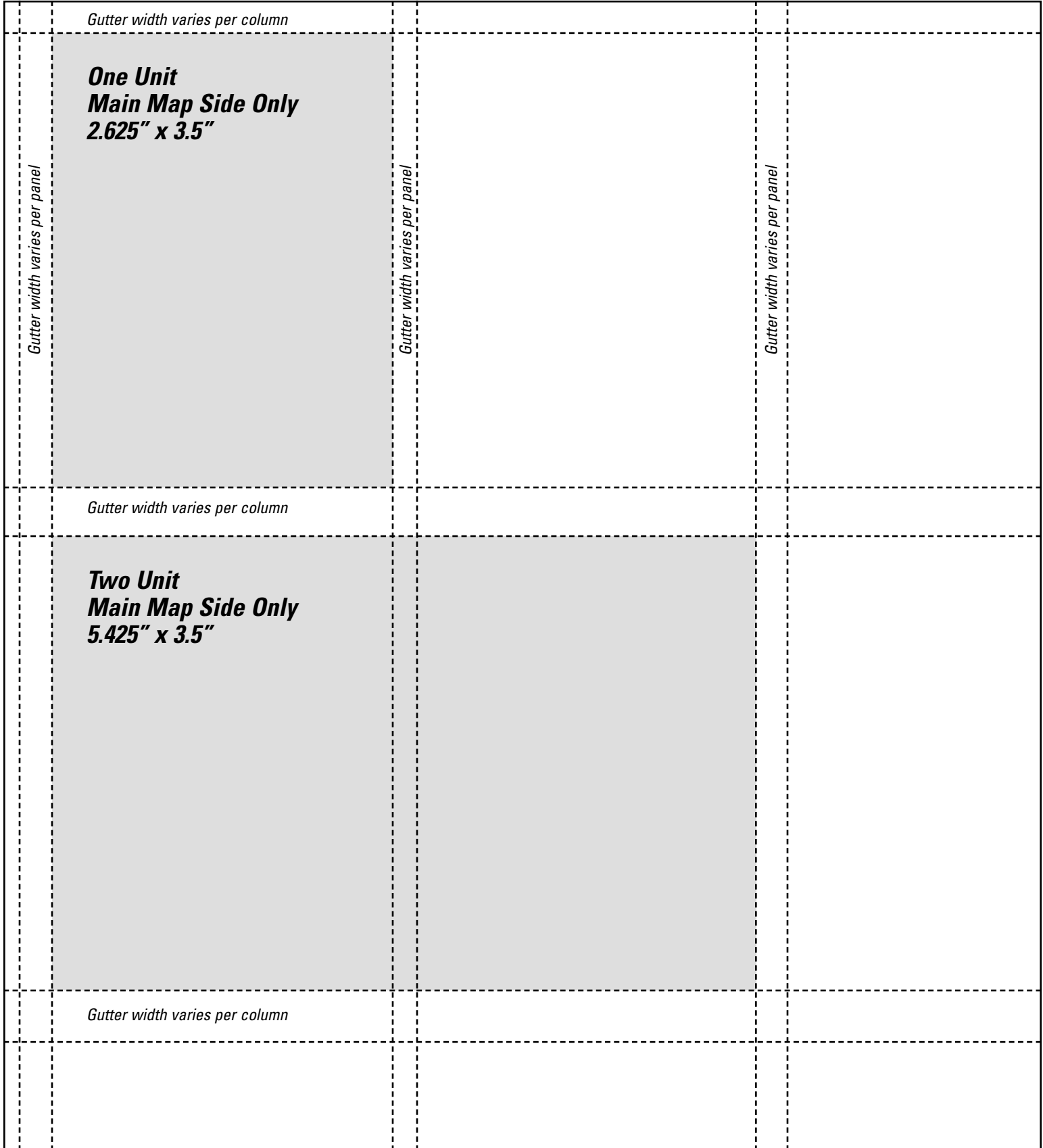
## Ad Sizes for Cover Side Placement

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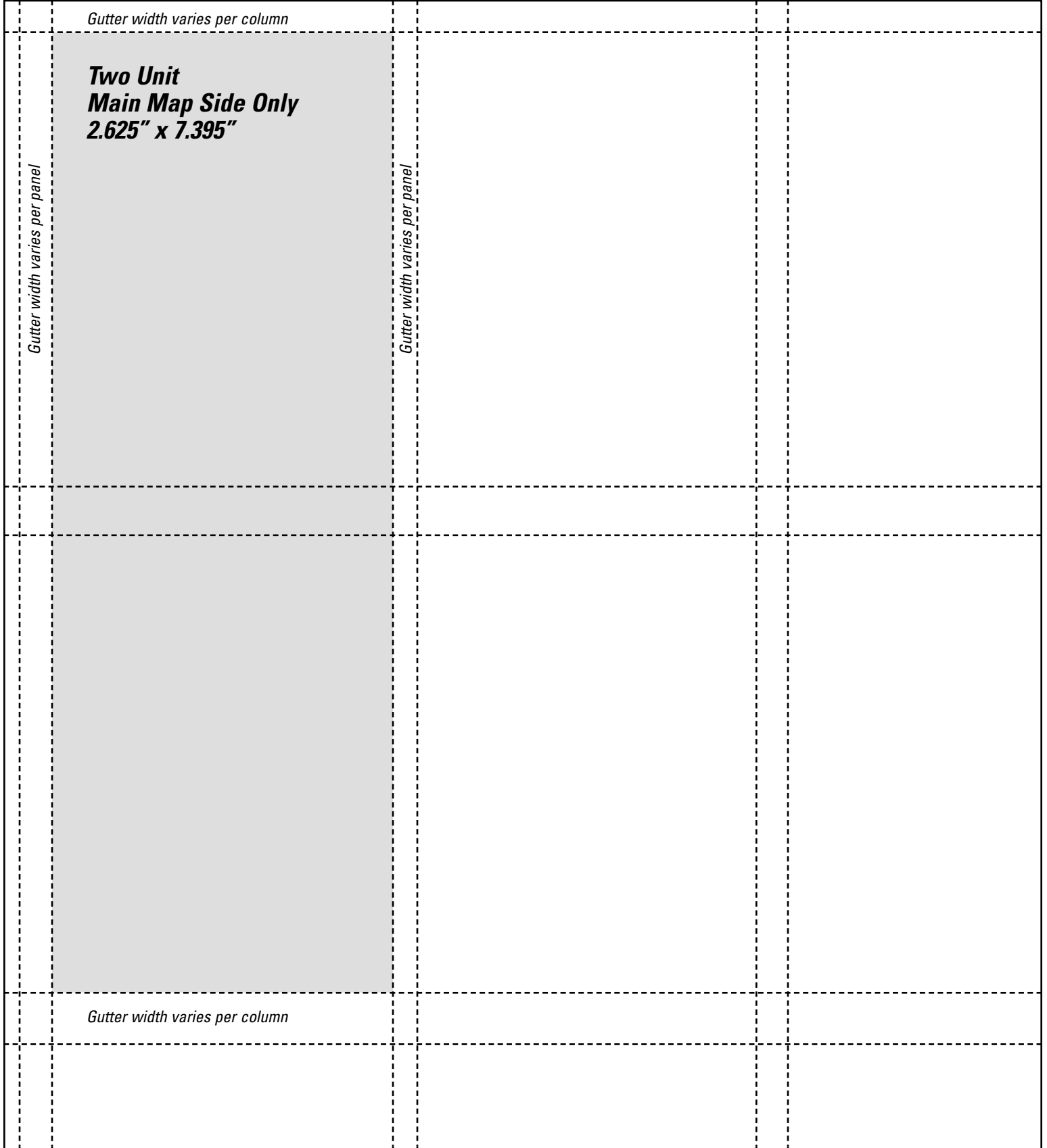
## **Ad Sizes for Main Map Side Placement and Map Logo Size**

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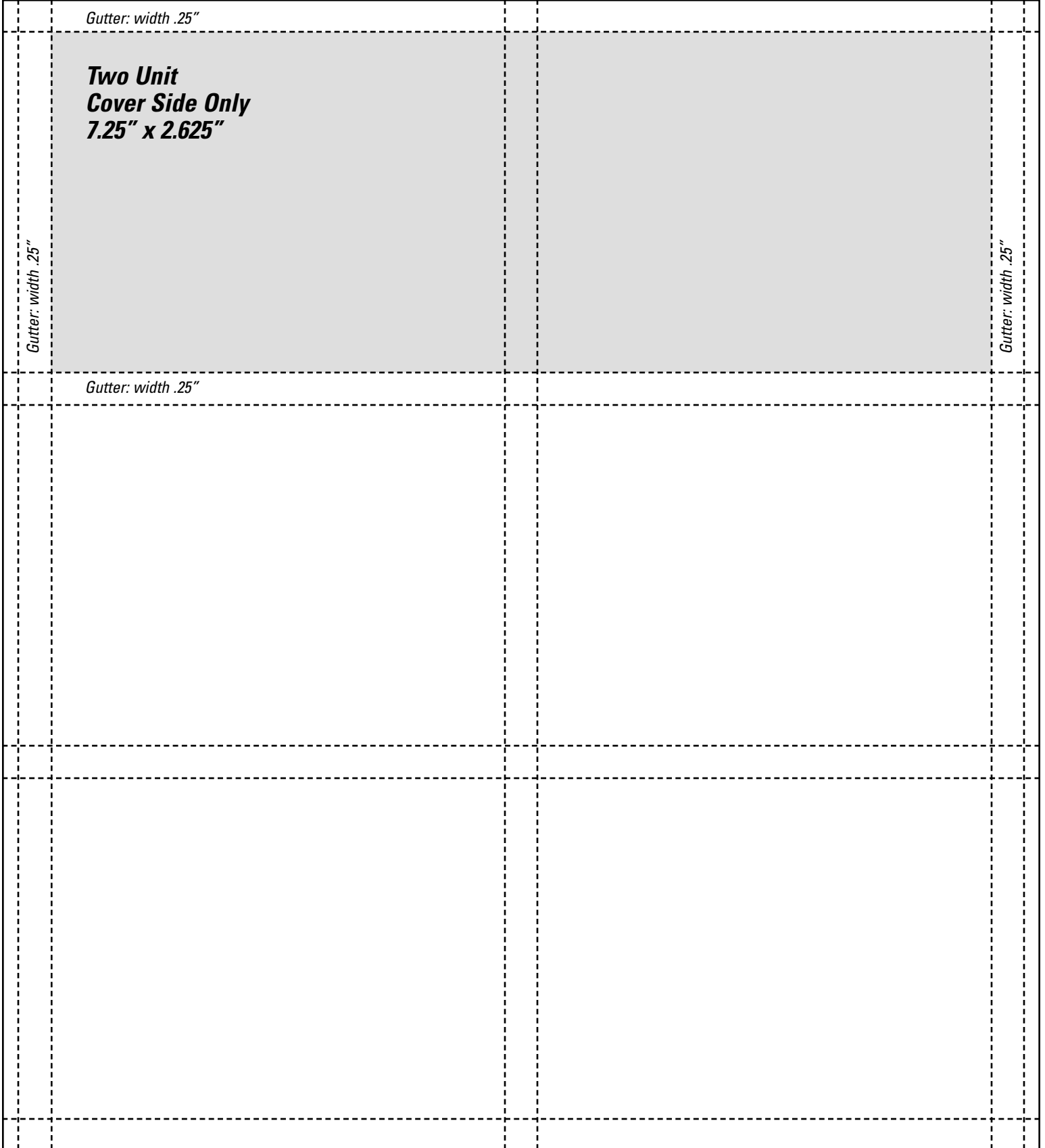
## Ad Sizes for Main Map Side Placement and Map Logo Size

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## Ad Sizes for Cover Side Placement

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