

MVMA MEMBERSHIP DIRECTORY INFORMATION

- Members looking for information on businesses and services reference the MVMA Member Directory every day.
- Approx. 2,000 directories are produced every 2 years.
- The directory will be 5 ½" x 8 ½" with six tab pages.
- Covers and tabs are in full color and available for full page advertising space.
- Ads incorporated within the text of the directory are available in black ink only in full and half page sizes.
- Sizing for full page covers, tabs and text ads: 4.25" w x 7" h
- Sizing for half page text ads: 4.25" w x 3.25" h

FILE REQUIREMENTS

Ads are to be submitted directly to our printer. The following file requirements are typical guidelines for our directory advertisements. Printer contact information and specific printer submission instructions will be sent to directory advertisers after receipt of their contract.

Black & White Ads Page Setup

- Set up your document according to the size of your ad.
- Please do not use "rich black". Rich black is actually a four-color black to be used in color ads only

Photographic Specifications

- All images used in ads should be converted to grayscale in photoshop or other photo application.
- All photographs should be scanned at 300 dpi or more.
- Send original files for all images used in the ad, even if the image is embedded in the file.

Color Ads

Page Setup

- Set up your document according to the size of your ad.
- Documents must be in CMYK. Convert all RGB and Spot colors to CMYK.
- Remove any RGB colors, or do not use them. RGB will not print as accurately as CMYK colors. There may be unexpected results if RGB colors are used.

Photographic Specifications

- All images used in ads should be converted to CMYK or grayscale in Photoshop or other photo applications. RGB and Index-colored images do not print as well and could result in incorrect color variations.

- All photographs should be scanned at 300 dpi. Lower resolutions will look soft or out of focus.
- All ads should be CMYK (four color).

CMYK Ad Specification

- Custom colors in four-color work should not have more than 280 total ink coverage. (For example, a custom black may be made of 30 cyan, 30 magenta, 30 yellow, and 100 black. The total ink coverage would be 190, which is less than 280 and is fine. However, a rich black created with 100 cyan, 100 magenta, 100 yellow, and 100 black would equal 400 total ink coverage, which is over 280 and is much too thick. This will create an undesired effect on the press.)
- Please print and check separations of all color ads. This will help to determine possible issues.
- Send original files for all images used in the ad, even if the image is embedded in the file.

- Preferred file format is a PDF
 - PDF/X-1a compliance preferred (Press Optimized if not possible)
 - Embed all Fonts
 - High Resolution (> 300 dpi) Graphics
- Alternative file formats include EPS, QuarkXpress, Adobe InDesign, Adobe PageMaker, or TIF. Files must be accompanied by font and image files.