

Nights

PUBLICATIONS

Aruba Nights, Bonaire Nights, Curaçao Nights, and St. Maarten Nights

Soft Cover	WIDTH		HEIGHT
AD SIZES			
Full Page (Trim) <i>Full page ads must have 0.25" bleed and 0.25" safety margins on all sides</i>	5.25"	x	8.25"
DPS: Double Page Spread (Trim) <i>DPS ads must have 0.25" bleed and 0.25" safety margins on all sides and nothing of importance inside the 0.25" gutter area on either side of magazine fold</i>	10.5"	x	8.25"
CENTER DPS: Double Page Spread (Trim) <i>Center DPS ads/inserts must have 0.375" safety margins on LEFT and RIGHT SIDES. They must also have 0.25" bleed on all sides and nothing of importance inside the 0.25" gutter area on either side of magazine fold</i>	10.5"	x	8.25"
1/2 Page (Horizontal)	4.625"	x	3.625"
1/2 Page (Vertical)	2.1875"	x	7.375"
1/2 Page DPS: Double Page Spread <i>1/2 page DPS ads must have nothing of importance inside the 0.25" gutter area on either side of magazine fold</i>	9.75"	x	3.625"
1/3 Page (Horizontal)	4.625"	x	2.3125"
1/4 Page (Vertical)	2.1875"	x	3.625"
1/6 Page (Horizontal)	4.625"	x	1.375"
Co-op ad	2.187"	x	1.75"
COUPONS			
Coupon (Trim) <i>Coupons are two (2) sided, a FRONT and a BACK DESIGN must be supplied Coupons must have 0.25" bleed and 0.375" safety margins on all sides</i>	5.25"	x	4"
MAP ADS (ARUBA/ST. MAARTEN)			
Map Spot (Horizontal)	4.31"	x	2.777"
Map Spot (Vertical)	2.777"	x	4.31"

Useful info / Ad material / Software

TRIM: The trim size of an ad indicates its final size once printed and cut.

BLEED: Full/double page ads and coupons must have **0.25" bleed on all sides.**

SAFETY MARGINS: Please make sure that logos, text, or main product are not too close to the edges and **allow safety margin of 0.25" on all sides of ad from the trim.**

For coupons include 0.375" safety margins on all sides.

For center DPS ads/inserts include 0.375" safety margins on left and right sides.

300 DPI RESOLUTION: *All photos placed in ads must be high-resolution images: 300 dpi minimum and scanned at original size (100%).* Please include all TIFF and EPS files (placed art too). Photos must be CMYK files, not RGB.

PDF DOCUMENTS: The *crop marks must be offset by 12 points (0.167").* For full/double page ads and coupons, **include 0.25" bleed on all sides.**

LAYERS & DIGITAL FILES: *All Photoshop flattened files must also be accompanied by their original document in layers.* We accept Quark Express, InDesign, Illustrator, and Photoshop files. *Files created in Word, Freehand, Corel Draw, and PageMaker will not be accepted.* All IBM/PC ads can be accepted only if saved as EPS files and all fonts converted to outline. Nights Publications will not be held responsible for inaccuracies resulting from ad material created with IBM/PC software.

LOGOS: If possible, send vectorial logos saved as Illustrator EPS files. Logos saved in Photoshop must be 300 dpi high-resolution files (color) or 1200 dpi if saved as BITMAP (B&W line-art) files.

MINIMUM FONT SIZE: *Supplied ads should not have text smaller than 7 pts.*

FONT: In case a spelling mistake needs to be corrected, **please include all the necessary fonts** even if they have been converted to outlines.

SENDING AD MATERIAL: We accept ads on CD, via email, or by upload. All ads must be formatted for Macintosh computers. **Please do not send original CDs or photos as they will not be returned.**

Deadline

Ad material must be received no later than **July 15.**

In the event that ad material is not supplied by the deadline, publisher is entitled to supply same to best of his ability, at client's expense. Please note that we cannot guarantee the exactness of the end result if safety margins, trim, bleed, digital requirements, and deadlines are not respected.

Sending ad material BY EMAIL

Please email ad material to Terry at info@nightspublications.com

Sending LARGE FILES (over 10 megs)

Please upload ad material to our server through your usual web browser (Firefox, Explorer, Safari, etc.). Enter the following info in the corresponding fields:

Web address: <http://69.70.9.42:8080>
User name: [nights05](#)
Password: [ads05pub](#)

Once connected, please click "upload folder" to access the uploading window.

Note: If you encounter difficulties while uploading files, please email Sylvain at sgoedike@nightspublications.com

Sending ad material BY FEDEX

Nights Publications Inc.
c/o Terry Matwij
1751 Richardson Street, Suite 5.530
Montreal, QC, H3K 1G6, CANADA
Tel: (514) 931-1987 • Fax: (514) 931-6273
Client is liable for any shipping, customs and brokerage charges.

Quick checklist...

To avoid having to resupply ad material, please check the following before sending:

- AD SIZE IS CORRECT**
- 0.25" BLEED ON ALL 4 SIDES**
- 0.25" SAFETY MARGINS ARE RESPECTED**
- IMAGES ARE HIGH-RES (300 dpi at 100%)**
- PDF FILES HAVE CROP MARKS OFFSET BY 12 POINTS**
- PHOTOSHOP FILES IN LAYERS INCLUDED**
- LOGOS ARE VECTORIAL OR 300/1200 DPI FILES**
- ALL FONTS ARE INCLUDED**