

Artwork Specifications

We are not a full colour publication. Our maps are printed in two pantone colours only (see below for details). Therefore, we ask that you keep this in mind when designing your ad. We may not be able to use colours that you normally use in your advertising.

Whitehorse

When designing your ad, please note the following:

- The standard ad size is 7.0 cm (w) x 4.5 cm (h). Please ask us for dimensions for multiple ad spaces.
- Please design your ad in the following two pantone colours:
(Solid matte pantone) Pantone Process Black M
(Solid uncoated pantone) Pantone 308U

If you are unable to design in these pantones, then ensure that you send us an editable file so that we can convert your ad to pantones without losing resolution.

- Please send us the font files of any fonts used in your ad. Alternatively, please convert the fonts to outlines before you send us the ad.
- Preferred formats are:
Adobe Illustrator
Adobe InDesign
Adobe PDF (editable)

We may also accept other formats (eg .eps, .psd) - please contact us to ask.

- If appropriate, we will include a map reference on your ad. This is usually placed in the lower left or right hand corner depending on the ad layout, so please keep this in mind when designing and leave an appropriate space. The map reference will generally look like this (text will be in 7pt garamond):

 Downtown Map

- If you are sending us through images or logos, please ensure that they are of suitable file size and resolution. Higher quality images will look significantly better in a finished advertisement.

The easiest way to send us your ad/artwork is to email it to info@mammothmapping.com.

Alternatively, you could send us a CD containing your file before the deadline. Please contact us if you have a hard copy which you wish to use, or a file that is too large to email.

If you need an ad built:

We will gladly develop advertising materials for your business for a flat rate of \$70 (+GST) per single ad space.