

“The National”
HOTEL **M**OTEL **E**NGINEER **A**SSOCIATION

DIGITAL FILES

- Please DO NOT submit Mac files; we work on PC.
 - We accept text (Word Processing) files only in Microsoft Word, QuarkXPress or Adobe PageMaker.
 - DO NOT embed graphic files in Word documents. They are low-resolution and impossible to extract.
 - We accept vector graphic files in Illustrator or Freehand format and bitmap graphic files in Photoshop format. Export graphic files from other programs in either EPS or TIFF format.
 - We DO NOT accept graphic files in WMF or BMP format.
 - Graphic files MUST be in the CMYK color space (RGB color is only good for screen display).
 - Graphic files MUST be at least 300 dpi; greater resolution if acceptable, but makes for larger files.
 - Graphic files of greater than 300 dpi will be down sampled to 300 dpi unless you specify otherwise.
 - Font files MUST be included unless they are one of the 13 standard laser printer fonts.
 - Font files MUST be Adobe Type 1 (not True Type).
 - All PC files (text, graphic, font) MUST have extensions assigned; e.g. *.eps, *.tif, *.doc, *.qxd, *.pfm.
 - A proof print MUST be sent by mail for each submission; a color proof if the ad is in color.
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PAPER FILES

- Our commercial printer uses Adobe files to output directly to a press plate. This means that paper or film files must be of very high quality to print correctly.
 - Film negative DO NOT scan well. We will do our best on scanning these, but NO guarantees.
 - Please provide high-resolution prints, slicks or PMTs for scanning. If possible, have a PMT made from your negative and submit that.
 - Printed material from catalogs or magazines does not scan well they have usually been half-toned during the printing process. Scanning half tones always leads to moiré patterns in the output.
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EDITORIAL CALENDAR

<u>Issue Number & Date</u>	<u>Close Date</u>	<u>Publication Date</u>
43 rd Issue – Fall 2009 (Oct/Nov/Dec)	September 1, 2009	October 2009
44 th Issue – Winter 2010 (Jan/Feb/Mar)	December 1, 2009	January 2010
45 th Issue – Spring 2010 (April/May/June)	March 1, 2010	April 2010
46 th Issue – Summer 2010 (July/Aug/Sept)	June 1, 2010	July 2010

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