

**"The National"**  
**H**OTEL **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.
- 

**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.
- 

**EDITORIAL CALENDAR**

<u>Issue Number &amp; Date</u>	<u>Close Date</u>	<u>Publication Date</u>
49 <sup>th</sup> Issue – Summer 2011 ( <i>July/Aug/Sept</i> )	June 1, 2011	July 2011
50 <sup>th</sup> Issue – Fall 2011 ( <i>Oct/Nov/Dec</i> )	September 1, 2011	October 2011
51 <sup>st</sup> Issue-Winter 2012 ( <i>Jan/Feb/Mar</i> )	December 1, 2011	January 2012
52 <sup>nd</sup> Issue-Spring 2012 ( <i>Apr/May/Jun</i> )	March 1, 2012	April 2012

---

P. O. Box 965  
Phone: 800-222-8134  
E-mail: [renee\\_hmea@yahoo.com](mailto:renee_hmea@yahoo.com)

Huffman, Texas 77336  
Fax: 936-258-0518  
Website: [www.hmea.com](http://www.hmea.com)

---