

## MAP Final Files:

MAP files are composed in Quark XPress on the Macintosh platform. Electronic ads are placed into the grid and output for print. Therefore it is imperative that we are able to import or copy your electronic file into our Quark XPress documents. Please provide a color proof to confirm we have received the correct ad. Without a supplied proof, we cannot be responsible for accuracy.

## Macintosh/PC:

Ad submissions should be in the following file formats or generated in these software applications:

File formats:	Software:
.eps, .pdf, .tif, .jpg, .psd	• QuarkXPress
	• Adobe Illustrator,
We do not accept files in:	• Adobe Photoshop
• Microsoft Publisher	
• WordPerfect	

## Placed/Imported Files:

All placed/imported files (logos, photos, etc.) **must** be included with your ad submission! Resolution should be 300 dpi at 100 percent.

## Fonts:

A copy of all fonts (screen & printer) used in your file **must** be included with your ad. This will ensure exact duplication. If a font is not included and a copy is not on file, the closest font we have will be substituted.

## Adobe Photoshop:

To accurately separate color photographs, these files **must** be converted to CMYK mode. If saved as a TIFF file, be sure that LZW compression is not selected. If you have a clipping path in your file, it needs to be saved as an EPS, with DCS separation function off. For quality reproduction, all color files should be 300 dpi, halftones at 300 dpi, and line art should be at least 600 dpi. Also, Photoshop files should not be enlarged or reduced more than 120% once placed into layout program file.

## AD Submissions:

- Email: Send to [mapprodution@yellowhouse.com](mailto:mapprodution@yellowhouse.com) with a copy to your sales representative.
- FTP: To upload larger files contact your sales representative for passwords.
- Mail/Courier Service: Send on CD/DVD to Yellowhouse, Inc,  
112 Fulwood Dr, Franklin, TN 37067

MAP Side ▶ exact to decimal  
Applies to: [Arlington](#) ▶ [Austin](#) ▶  
[Dallas/Fort Worth](#)

### HORIZONTAL UNITS

Half:	2.672" w	x	1.750" h
Single & Half	4.062" w	x	3.611" h
Double:	5.469" w	x	3.611" h
Triple:	8.265" w	x	3.611" h

### VERTICAL UNITS

Half:	1.265" w	x	3.611" h
Single:	2.672" w	x	3.611" h
Single & Half	2.672" w	x	5.444" h
Double:	2.672" w	x	7.469" h
Triple:	2.672" w	x	11.201" h

MAP Side ▶ exact to decimal  
Applies to: [Houston](#) ▶ [San Antonio](#)

### HORIZONTAL UNITS

Half:	3.722" w	x	1.272" h
Single:	3.722" w	x	2.667" h
Single & Half	5.636" w	x	2.667" h
Double:	7.569" w	x	2.667" h
Triple:	11.375" w	x	2.667" h

### VERTICAL UNITS

Half:	1.789" w	x	2.657" h
Single & Half	3.722" w	x	4.064" h
Double:	3.722" w	x	5.451" h
Triple:	3.722" w	x	8.250" h

COVER Side ▶ exact to decimal  
Applies to: [All Cities](#)

### HORIZONTAL UNITS

Half:	3.604" w	x	1.299" h
Single:	3.604" w	x	2.736" h
Single & Half	5.463" w	x	2.736" h
Double:	7.333" w	x	2.736" h
Triple:	11.062" w	x	2.736" h

### VERTICAL UNITS

Half:	1.734" w	x	2.736" h
Single & Half	3.604" w	x	4.160" h
Double:	3.604" w	x	5.590" h
Triple:	3.604" w	x	8.444" h

## SUBMISSIONS ▶ QUESTIONS

615-794-5345 Or e-mail: [mapprodution@yellowhouse.com](mailto:mapprodution@yellowhouse.com)

## MAP Production

Yellowhouse, Inc.  
112 Fulwood Drive, Franklin, Tennessee 37067  
(615) 794-5345 / FAX (615) 465-8362  
Contact: Sandy Terrano