

MAPWEST digital file specifications for print and web.

MAPSF, MAPWHARF, Beach Blanket Babylon® Program and On the Town final film is composed in QuarkXpress 4.1 on the Macintosh platform. Electronic ads are placed into the grid and output as 1 set of composite CMYK film. Therefore, it is imperative that we are able to import or place your electronic file into our Quark document(s). Please provide your disk (CD, Floppy, Zip 100 or Jaz) and a color print or proof. Without a supplied proof, we cannot be responsible for color & layout accuracy. Your ad will not be edited without prior approval.

We support the following applications

Macintosh *: QuarkXpress 4.1, Adobe Illustrator 8, FreeHand 8, Adobe Photoshop 5.5. Do not send Quark EPS Files or Adobe Acrobat pdf files. * Please notify us prior to submitting Windows files. All placed files (logos, photos, etc.) must be included with your ad.

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 family will be substituted. NOTE: If your file was built using True Type fonts our production department will substitute it for the closest font available. NOTE: Quark: Do not use the menu bar in Quark to make a font bold, italic, caps, underlined etc. Use specific styles within the font family. Your ad will not output correctly using Quark font attributes.

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. When saving an EPS file, "Binary" or "Ascii" encoding should always be used. For quality reproduction, all Photoshop files should be at least 300 dpi, and line art should be at least 600 dpi. Photoshop files should not be enlarged more than 110% or reduced more than 80% once placed into a Quark file.

Illustrator/Freehand

DO NOT PLACE SCANNED ARTWORK INTO THESE APPLICATIONS. We prefer that all artwork be composited in QuarkXpress. When using FreeHand please include the actual editable FreeHand file and an exported EPS. If there is a need to correct these files, the exported EPS cannot be edited. (FreeHand 4.0 and newer documents may have the parent file included in the EPS document.) Also, be sure to send any files placed into the FreeHand document.

Pagemaker

Please notify us prior to submitting Pagemaker files.

Production charges

Ads will be checked to ensure, 1) all placed files are available (in the correct format) and properly linked and 2) that all necessary fonts are available. If modification to supplied files is required, production time will be charged at \$65/hour. Please include the name and telephone/fax number of the designer when sending material.

Logos For Web Site

Your company logo can be part of the mapwest.com Web Site. Best formats are EPS, TIFF or GIF, 200 x 200 pixels, 72 DPI. Logos can be submitted via e-mail to graphics@mapwest.com or on disc to the address below. Please do not email files that are larger than 2 megabytes.

Ship artwork to:

Graphics & Pre-Press
Map West, Inc.
2161 Union Street, Suite 3
San Francisco, CA 94123

Phone: 415.474.3126 Ext. 25
FAX: 415.885.6070
email: graphics@mapwest.com

**We will be happy to
answer your questions.**

For more information:



2161 Union Street, Suite 3
San Francisco, CA 94123-4003

Phone: 415.474.3126
Fax: 415.885.6070
graphics@mapwest.com

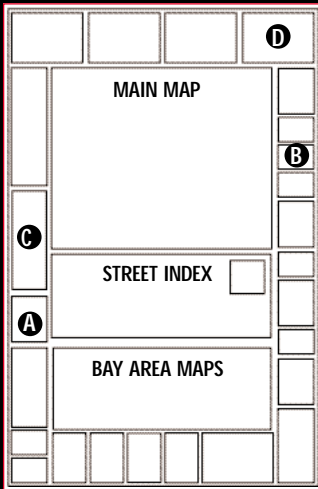


MAPSF is divided into three distinct sections. A variety of ad sizes and placement options are available to fit any marketing need and budget.

Ad Sizes - Main Map Section.

The Main Map side consists of the Full Size Street Map of San Francisco, Street Index, Two Airport Maps and the Six Bay Area Travel Maps. The top and two side areas are an ideal placement for San Francisco and regional advertisers. The lower section of the Main Map Section is optimal for firms located in Southern Marin, Wine Country, Lake Tahoe, South Bay and Carmel - Monterey. Regional advertisers have an opportunity to be adjacent to the Bay Area Map. Advertisers associated with either SFO or Oakland Airport can be located near the appropriate Map. A limited number of logo placements is available under the Street Index. Custom ad sizes are available in the upper right and left of the Main Street Map - see your sales representative about these highly visible locations.

Main Map Section



One Block Vertical **A**

2.625" x 3.625"

Half Block Horizontal **B**

2.625" x 1.825"

Two Block Vertical **C**

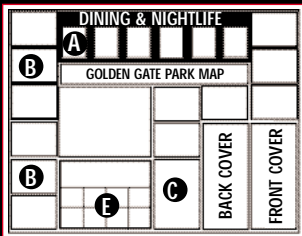
2.625" x 7.375"

Two Block Horizontal **D**

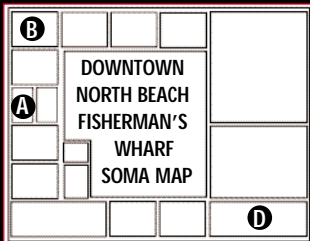
5.375" x 3.625"

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Dining, Nightlife and Cover Section



Downtown, North Beach, Fisherman's Wharf and SOMA Map Section



Ad Sizes - Dining, Nightlife and Cover Section

The Dining, Nightlife and Cover Side consists of Golden Gate Park Map, SFO Airporter-SF Today Co-op, Night On The Town Entertainment Co-op, Front and Back Covers and the Dining and Nightlife Section. This section of MAPSF is an ideal placement for all San Francisco and Regional advertisers. Top Bay Area restaurants are best placed in the highly visible Dining and Nightlife section. A limited number of positions are available in SFO Airporter SF Today Video Co-op and the Night On The Town Entertainment Co-op.

Ad Sizes - Downtown, North Beach, Fisherman's Wharf and SOMA Map Section.

The Downtown, North Beach, Fisherman's Wharf and SOMA Map Section consists of a highly detailed map of these popular areas of San Francisco. This section of MAPSF is an ideal placement for all San Francisco and Regional advertisers. The premium position "inside fold" of MAPSF is located at the bottom right six block area. Custom ad sizes are available in the upper right and left of the Map. Please see your sales representative about space availability and placement on MAPSF.

