

Advertising Specifications

Large Laminate/Hardback Directory

- Full Page 7 1/2"w x 10"h
- Half Page (horizontal) 7 1/2"w x 4 7/8"h
- Half Page (vertical) 3 5/8"w x 10"h
- Quarter Page (vertical) 3 5/8"w x 4 7/8"h
- Quarter Page (horizontal) 7 1/2"w x 2 3/8"h
- Eighth Page 3 5/8"w x 2 3/8"h

Standard 3-Ring Binder Directory (Tabbed)

- Full Page 5 5/8"w x 10"h
- Half Page (horizontal) 5 5/8"w x 4 7/8"h
- Half Page (vertical) 2 5/8"w x 10"h
- Quarter Page (vertical) 2 3/4"w x 4 7/8"h
- Quarter Page (horizontal) 5 5/8"w x 2 3/8"h
- Eighth Page 2 3/4"w x 2 3/8"h

Large 3-Ring Binder Directory (Tabbed)

- Full Page 7 1/4"w x 10"h
- Half Page (horizontal) 7 1/4"w x 4 7/8"h
- Half Page (vertical) 3 1/2"w x 10"h
- Quarter Page (vertical) 3 1/2"w x 4 7/8"h
- Quarter Page (horizontal) 7 1/4"w x 2 3/8"h
- Eighth Page 3 1/2"w x 2 3/8"h

Wingate 3-Ring Binder Directory (Tabbed)

- Full Page 5 1/4"w x 9"h
- Half Page (horizontal) 5 1/4"w x 4 1/2"h
- Half Page (vertical) 2 1/2"w x 9"h
- Quarter Page (vertical) 2 1/2"w x 4 1/2"h
- Quarter Page (horizontal) 5 1/4"w x 2"h
- Eighth Page 2 1/2"w x 2"h

Hampton Inn Directory (paper & 3-Ring)

- Full Page 6 1/2"w x 8 1/4"h
- Half Page (horizontal) 6 1/2"w x 4"h
- Half Page (vertical) 3 3/16"w x 8 1/4"h
- Quarter Page (vertical) 3 3/16"w x 4"h
- Quarter Page (horizontal) 6 1/2"w x 1 7/8"h
- Eighth Page 3 3/16"w x 1 7/8"h

Homestead/Tiered 3-Ring Binder Directory

- Full Page 6 1/4"w x 10"h
- Half Page (horizontal) 6 1/4"w x 4 7/8"h
- Half Page (vertical) 3"w x 10"h
- Quarter Page (vertical) 3"w x 4 7/8"h
- Quarter Page (horizontal) 6 1/4"w x 2 3/8"h
- Eighth Page 3"w x 2 3/8"h

Radisson 6-Ring Binder Directory

- Full Page 5 3/4"w x 9"h
- Half Page (horizontal) 5 3/4"w x 4 3/8"h
- Half Page (vertical) 2 3/4"w x 9"h
- Quarter Page (vertical) 2 3/4"w x 4 3/8"h
- Quarter Page (horizontal) 5 3/4"w x 2 1/8"h
- Eighth Page 2 3/4"w x 2 1/8"h

Embassy Suites Directory (Tabbed)

- Full Page 5 3/8"w x 10"h
- Half Page (horizontal) 5 3/8"w x 4 7/8"h
- Half Page (vertical) 2 5/8"w x 10"h
- Quarter Page (vertical) 2 5/8"w x 4 7/8"h
- Quarter Page (horizontal) 5 3/8"w x 2 3/8"h
- Eighth Page 2 5/8"w x 2 3/8"h

Baymont 3-Ring Binder Directory (Tiered)

- Full Page 5 3/4"w x 8"h
- Half Page (horizontal) 5 3/4"w x 3 7/8"h
- Half Page (vertical) 2 3/4"w x 8"h
- Quarter Page (vertical) 2 3/4"w x 3 7/8"h
- Quarter Page (horizontal) 5 3/4"w x 1 7/8"h
- Eighth Page 2 3/4"w x 1 7/8"h

see reverse side for
technical specifications

Accepted Materials and Technical Specs

electronic files

ACCEPTED MEDIA: 1.4 mb floppy, 100 mb ZIP disk, or CD

Uniguest will accept Macintosh format only. Absolutely no PC disks will be accepted. A printout of the ad **MUST** accompany the disk. U.S. Hospitality is not responsible for errors occurring from disk.

ACCEPTED APPLICATION FILE FORMATS:

The following file formats will be accepted in Macintosh platform only:

- Adobe InDesign CS2
- Adobe Illustrator (EPS files)
- High resolution PDF files
- Photoshop (PSD, EPS, TIFF or JPEG files)
- Quark Xpress 6.0 or lower
- Adobe Pagemaker 6.5

*If you or your service bureau works in another application or platform and is submitting a one-color advertisement, please refer to the CAMERA-READY description located in the "ONE-COLOR ADVERTISEMENT" section below.

All screen fonts, printer fonts and graphics must be included on disk.

ADS MAY ALSO BE E-MAILED TO: artwork@guestdirectory.com.

one-color advertisement

ACCEPTED MEDIA: Uniguest will accept CAMERA-READY artwork output to paper or slick, as well as electronic files on disk (see "ELECTRONIC FILES" section above). CAMERA-READY artwork should be a clean, black & white laser printout, 85 to 133 line screen, and **MUST BE EXACT SIZE**. Please note that inkjet printouts do not reproduce well and are not suggested for publishing purposes. Any artwork received that does not adhere to specifications will be re-typeset.

full color advertisement (digital printing)

ACCEPTED MEDIA:

- Original photographs, slides or transparencies
- Clean artwork such as logos, drawings, etc.
- Previously printed materials may be submitted, however, Uniguest does not guarantee final print quality of these items.
- Electronic files may be submitted on disk or via email. (see "ELECTRONIC FILES" section above).

**If you have any questions about these specifications,
please contact Cindy McCord at 1-800-467-1218 ext. 104 for assistance.**