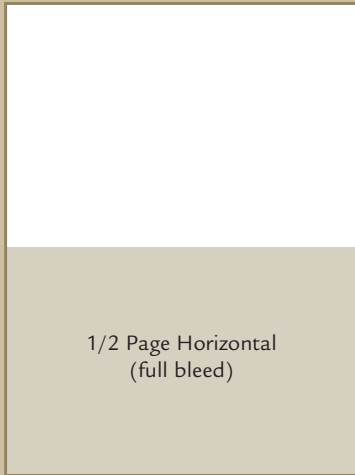




THE HILLS OF HEADWATERS

2011 ANNUAL TRAVEL GUIDE



1/2 Page Horizontal
(full bleed)

CLOSING DATES & MATERIAL DEADLINES

Booking Deadline
January 7, 2011

Artwork Submission
January 17, 2011
(camera ready)

Full Payment Required
February 17, 2011

Publication Date
Spring 2011

ADVERTISING DIMENSIONS 2011 Annual Travel Guide

SIZE Width x Height (all display ads are full bleed)

Outside Back Cover	8.125" w x 10.875" h plus bleed (1/8")
Front/Back Inside Cover	8.125" w x 10.875" h plus bleed (1/8")
Full Page	8.125" w x 10.875" h plus bleed (1/8")
Half Page	8.125" w x 5.25" h plus bleed (1/8")
Enhanced Listing	1 photo, 75 words business description & contact info
Arts Collaborative	1 photo, 15 words artist description & contact info

TECHNICAL SPECIFICATIONS

Enhanced Listing

Supply 1 photo as a high res tiff or jpeg, minimum size of 3" w x 2" h, 300 dpi, (approx 1 to 2 megs). Supply text for the description of the business with a maximum of 75 words. Supply contact info - business name, address, phone number, website. Selection of fonts and background colours will be made by the Hills of Headwaters Tourism Association.

Arts Collaborative

Supply 1 photo as a high res tiff or jpeg, minimum size of 3" x 2" (can be in a vertical or horizontal format), 300 dpi, (approx 1 to 2 megs). Supply text for the description of the artist with a maximum of 15 words. Supply contact info - business name, address, phone number, website. Selection of fonts and page layout will be made by the Hills of Headwaters Tourism Association.

Accepted File Formats

Press-ready, high-resolution Acrobat pdf (300 dpi, CMYK, fonts embedded), InDesign CS2, Illustrator CS2, Photoshop CS2, Quark Xpress 6.5. Ensure that fonts are embedded or included, or converted to outline. Supply all support files (such as logos, photos).

Image File Formats and Settings

Supply CMYK images as tiff, eps or high res jpegs; black and white as tiff. CMYK and grayscale images require a resolution of 300 dpi at 100% final size; bitmap images require a resolution of 900 dpi at 100% final size. RGB and other colour formats will be converted to CMYK, and therefore colour accuracy cannot be guaranteed. Photoshop CMYK colour settings for web coated - ink colours - coated; dot gain - 20%; black ink limit - 100%; total ink limit - 300%.

Submitting Artwork

DVDs & CDs

- Mail to: The Hills of Headwaters Tourism Association, PO Box 295, Orangeville, Ontario L9W 2Z7
- Courier or deliver to: The Hills of Headwaters Tourism Association, 200 Lakeview Court, Orangeville, Ontario L9W 4P6

Email (under 10mb)

- artwork@thehillsofheadwaters.com

FTP upload

- ftp.thehillsofheadwaters.net
- Username: artwork@thehillsofheadwaters.net
- Password: HofHtourism

FOR MORE INFORMATION ABOUT THE HILLS OF HEADWATERS MARKETING OPPORTUNITIES PLEASE CONTACT:

Desarai Rivard, Program Sales Representative
desarai@thehillsofheadwaters.com



THE HILLS OF HEADWATERS

519-942-0314 | 1-800-332-9744
www.thehillsofheadwaters.com