











MapClicks Ad Sizing Chart

City Map

City Name The Walking Map		
Primary Sponsorship Position 4" H x 3.66" W (full bleed 4.25" H x 3.785" W)		
 Unwind		
 Dine	Secondary Sponsorship Position 1.25" H x 3.15" W (full bleed 1.25" H x 3.3" W)	
 Shop		

District Map Cover

District Name The Walking Map			
Primary Sponsorship Position 5" H x 3.66" W (full bleed 5.25" H x 3.785" W)			
Secondary Sponsorship Position 2.25" H x 1.22" W (full bleed 2.375" H x 1.345" W)			
 Shop	 Dine	 Unwind	



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Editorial & Back Cover Side Ads

Full Panel Ad
3.66" W x 8.5" H
(full bleed 3.785" W x 8.625" H)

Half Panel Ad
3.375" W x 4" H

Business Card Ad
3.375" W x 2" H

Map Side Ads



Logo
.5" x .5"

Listing
Business Name
address
phone
description...
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www.yourwebsiteaddress.com

Double Box Ad
(vertical)
2" W x 4.25" H

Box Ad
2" W x 2" H

Double Box Ad
(horizontal)
4.25W" x 2" H



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Guidelines for Designing Your Own Ad

****FONTS:** All fonts need to be converted to outlines (curves) when used in package files like EPS or PDF files. *****IF YOU MUST USE FONTS, PLEASE include ALL font files, this includes the screen font and the printer font file.** If you are not familiar with sending fonts, then I highly recommend converting them to vector paths instead.

DISPLAY ADS: Keep all text inside of a 1/8 inch margin, we recommend that you use photos of your store front or products, so we can showcase the flavor of the street. **We do not recommend that you try to showcase an entire room of product all in one small box ad.** Instead, we recommend that you zero in and focus on one or two products only for maximum impact.

All 2" X 2" box ads will be placed into a rounded corner box with .08in radius corners, so please refrain from using borders or from making rounded corner ads, we will place a 1pt stroke border on the outside of the ads that don't contrast well with the dark gray background of the map.

THUMBNAIL EDITORIAL: Thumbnail must be a photo. Dimensions are 1.3 inches wide by 1 inch high as horizontal or vertical as 1 inch wide by 1.3 inches tall. At this size the file resolution needs to be 300 DPI. If you need the photo re sized and cropped, there is no charge, please upload it to our server using the form on your left.

LOGOS: PLEASE SEND VECTOR FILES if you have them, logos must fit into a small 1/2 inch square, use bold shapes and keep type to a minimum, type that is not a large part of the logo such as tag lines should be dropped as it will not be legible at this size.

RESOLUTION: 300 DPI for raster graphics such as photos and 1200 DPI for bitmap images, i.e. 1-bit black and white logos

FILE FORMATS: Full color or grayscale, CMYK converted: TIFF, PSD, EPS, or PDF. We also accept all Adobe files. PLEASE do not send MS Word or Publisher files, these must be converted to PDF or TIF format to be accepted.

PRODUCTION CHARGES: Map Clicks Printed can provide custom production ad work for advertisers including professional graphic design and photography. Complex custom ad designs may be billed separately at \$75 per hour. Business logos not supplied to us will result in additional design fees, starting at \$50. A charge of \$50 may apply on logos that require extra cleanup.

Please Email our designer for more info: design@mapclicks.com