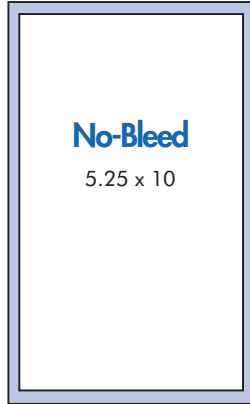


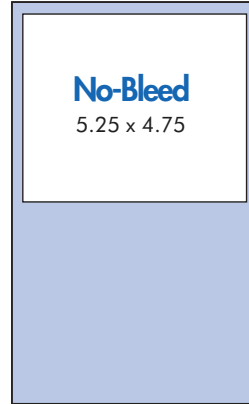
Full  
Page Ad

Full-Bleed  
6.25 x 10.75

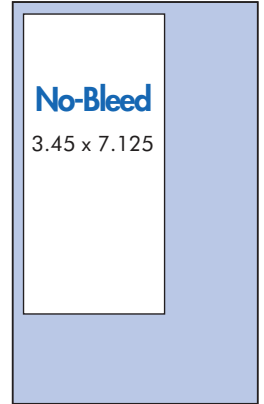


No-Bleed  
5.25 x 10

Half  
Page Ad

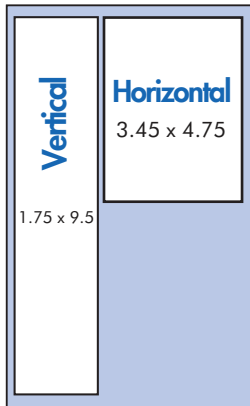


No-Bleed  
5.25 x 4.75



No-Bleed  
3.45 x 7.125

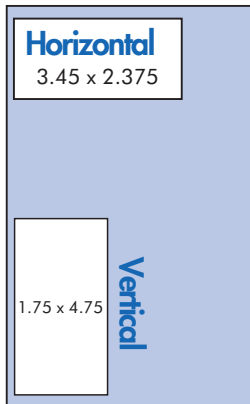
1/3  
Page Ad



Vertical  
1.75 x 9.5

Horizontal  
3.45 x 4.75

1/6  
Page Ad

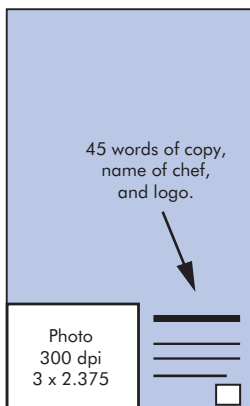


Horizontal  
3.45 x 2.375

1.75 x 4.75

Vertical

1/4  
Dining  
Guide Ad



45 words of copy,  
name of chef,  
and logo.

Photo  
300 dpi  
3 x 2.375

**File Format Requirement:**

- EPS with fonts outlined/converted to curves
- PDF with fonts outlines/converted to curves
- Make sure your color space is CMYK and all transparencies were flattened.

**If you have a bitmap (picture) included, it should be:**

- A 300 dpi min., CMYK color. TIFF preferred, high resolution JPG is OK.

**If you're sending text for a formatted ad:**

- Send it on a separated .TXT or .DOC file.

**Please AVOID:**

- Illustrator, InDesign, Quark original files.

**Sending Data and Artwork Files:**

Please email files to [info@essentialmediapartners.com](mailto:info@essentialmediapartners.com).

**If you would prefer to mail in a disc containing the necessary files, please send it to:**

Ad Materials  
Essential Media Partners  
1875 K Street NW, 4th Floor  
Washington, DC 20006