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BROCHURE DISTRIBUTION

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Materials Submission Information

BLUE MAP Publication

Contact: Bill Orleans - bill@ppdbrochure.com

BLUE MAP format- All listings must conform to BLUE MAP format. All wording overruns may need to be edited. See below for size guidelines. No wording in bold, caps or underlined.

Photo and Logo Files

Images must be 300 dpi at the size they are to be when printed. Acceptable formats: JPEG, TIFF, PDF, PNG or PSD. Size of image files will usually be at least 400K. **IMPORTANT NOTE:** Image area for logos and photos are approximately the size of a regular or large postage stamp. Only prominent imagery with a clear contrast will be legible.

Color Logo Listings

Color logo listings are eight lines. An eight line color logo size listing is approximately 65 words or 525 characters long. See BLUE MAP to estimate final size.

Color Photo Listings

Color photo listings are eleven lines. All photos must not exceed 1 inch in height and 1.5 inches in width. This is not a layout ad. Photos only. No type superimposed over photos or along any side. An eleven line color photo listing is approximately 65 words or 500 characters long. Landscape format only photos.

Proofs- All listings must be approved before going to press even if no changes are required. Unless otherwise specified, proofs will be sent via email (pdf) to name on contract. We always confirm receipt of proofs once approved.

Sample Listings-

Here is a sample of an 8-line Color Logo listing:

Skinny Pancake - A Vermont creperie serving up sweet & savory crepe creations, soups, salads, beer & wine. Full espresso bar, vegan & gluten-free options, WiFi and live music. Located on Burlington's Waterfront, downtown Montpelier and the Burlington International Airport. Open breakfast-dinner. We cater, too! Contact us at catering@skinnypancake.com. Burlington: 802-540-0188. Montpelier: 802-262-CAKE. www.skinnypancake.com. **Downtown Map: 4A; Champlain Valley Map: 19T, Inset G**

Here is a sample of an 11-line Color Photo listing:

Shelburne Farms - A 1,400 acre working farm, National Historic Landmark and non-profit environmental education center. Visit the Children's Farmyard. Enjoy our scenic walking trails or a guided property tour. Welcome Center and Farm Store features farm products including Shelburne Farms cheddar cheese. The Inn at Shelburne Farms offers overnight accommodations and breakfast and dinner by reservation. Harbor and Bay Roads, off Rte. 7 in Shelburne. www.shelburnefarms.org. 802-985-8686. **Champlain Valley Map: 17Q**