



NEVADA MOTOR TRANSPORT ASSOCIATION ADVERTISING ARTWORK REQUIREMENTS

ACCEPTABLE FILES

- ADOBE
- JPEG

SUBMISSION OF MATERIALS

WHEN SUBMITTING PROJECT MATERIALS PLEASE NOTE THE FOLLOWING FILE AND PREPRESS REQUIREMENTS TO ENSURE QUICK PROCESSING.

ACCEPTABLE DELIVERY METHOD

WE ACCEPT ALL MATERIALS ON CDS AND DVDS. DISCS SUPPLIED SHOULD BE CLEARLY LABELED. ALSO A (COLOR) PRINTOUT OF THE FINAL FILE, SHOWING THE NAME OF THE DOCUMENT, SHOULD BE SUPPLIED. WE CAN ALSO ACCEPT VIA E-MAIL IF SENT IN THE CORRECT FORMAT (PDF OR JPEG).

IF SENT VIA E-MAIL SEND TO:

VANCE@NMTA.COM

IF MAILED SEND TO:

N.M.T.A.
ATTN: VANCE CHRISTIAENS
8745 TECHNOLOGY WAY, SUITE E
RENO, NV 89521

DIGITAL PHOTOS

PHOTOS MUST BE AT LEAST 300 DOTS PER INCH (DPI) AT THE DIMENSIONS TO BE USED IN THE AD. IF THE PHOTOS ARE NOT 300 DPI, THEN THE SIZE OF THE IMAGE MUST BE LARGE ENOUGH TO ALLOW CONVERSION TO 300 DPI AT THE FINAL OUTPUT SIZE WITHOUT LOSS OF RESOLUTION. PHOTOS MUST BE SENT JPEG FILE FORMAT. PLEASE AVOID THE USE OF HIGH COMPRESSION, WHICH DEGRADES THE QUALITY OF THE PHOTO.

NOTE: WE CANNOT ACCEPT MICROSOFT OFFICE DOCUMENTS WITH PICTURES EMBEDDED IN THEM. EMBEDDED DOCUMENTS ARE NOT PICTURE FILES.

DIGITAL LOGOS

PLEASE SUPPLY LOGO(S) IN ADOBE ILLUSTRATOR EPS FILE FORMAT. THIS IS A VECTOR FORMAT, AND CAN BE SCALED AND PRINTED CLEAN AND SHARP EVERY TIME.