

**E-Mail Guidelines**

Send Ad Copy To: **graphic@guidebookpublishing.com**

**E-Mail requirements:**

**The Book Number MUST be in the subject line.**

**Book Number:** \_\_\_\_\_  
*To be filled out by Account Executive*

**Account Executive:** \_\_\_\_\_  
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**We prefer .PDF files**

but we can also accept the following file types:

.TIF, .JPG, .EPS, Illustrator, EPS, some .BMP's, and  
Photoshop Documents, InDesign Documents, MS Word, MS Publisher

provided that:

- a.** all images are saved as complete copies and fonts are embedded in the document. If the fonts are not embedded and we do not have them they will default and the ad will not look like what was intended.
- b.** the image resolution is at least 300 dpi...or the file is saved at a high resolution.

**If you need confirmation of receipt PLEASE do a return receipt or state in your e-mail you need confirmation. We do not respond to all e-mail.**

**Using Images/Logos From Websites:**

1. We do **NOT** recommend using logos from a website. The majority of images on a website are low resolution .gifs which DO NOT print well (they are not intended for commercial printing).

**SOFTWARE USED AT GUIDE BOOK PUBLISHING**

InDesign, Photoshop, Illustrator, Word, MS Publisher  
on a PC Platform

If you have any questions concerning *e-mailing copy* please call (in St. Louis) 636-391-2121 or 1-800-597-3037