

# AD REQUIREMENTS

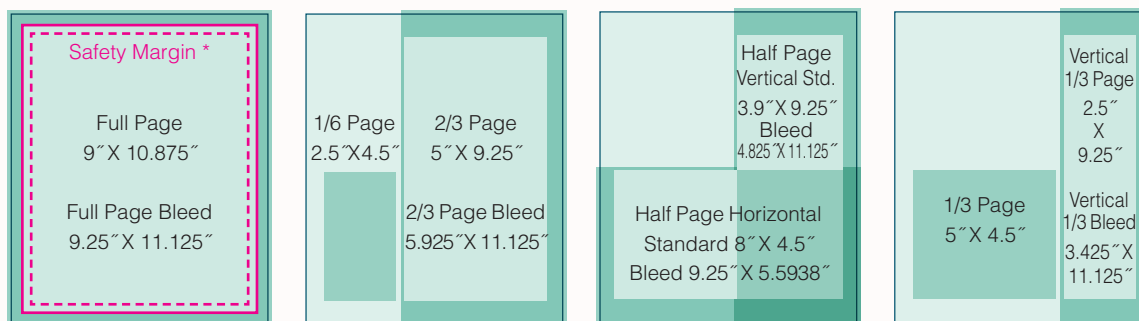
- File formats** PDF x1a **created with Adobe Distiller**  
Illustrator or Freehand (CMYK) eps  
Photoshop (CMYK) eps, tiff or psd  
InDesign
- Color** CMYK      **Resolution** 300 dpi  
**IMPORTANT:** Be certain that all PMS and RGB colors have been converted to process color in all files. Ads received with unacceptable colors will be converted by our production staff. This conversion may change the color appearance.
- Linescreen** All of our publications are printed at 150 lines per inch.
- Graphics** PDF x1a **created with Adobe Distiller**  
EPS files  
TIFF files
- Fonts** All fonts converted to paths, outlines, boxes or embedded.  
Include all Truetype fonts used.  
Include all Post Script fonts used.  
Include all Adobe Multiple Master fonts used.  
**(Include all printer and screen fonts.)**
- Sending Ad** To submit your ad, you may share a PDF via Dropbox or other file sharing program or you may email it to one of the following addresses:  
**kelly@grouptraveller.com**

## Deadlines:

All materials are due no later than December 5, 2018

# AD DIMENSIONS

## TRAVEL SOUTH TOUR PLANNER



Ad Size	Standard	Trim Size	Bleed
<b>Full Page</b>		9" X 10.875"	9.25" X 11.125" *
<b>2/3 Page</b>	5" X 9.25"	5.675" X 10.875"	5.925" X 11.125" *
<b>Half Page Vertical</b>	3.9" X 9.25"	4.575" X 10.875"	4.825" X 11.125" *
<b>Half Page Horiz.</b>	8" X 4.5"	9" X 5.3438"	9.25" X 5.5938" *
<b>1/3 Page Vertical</b>	2.5" X 9.25"	3.175" X 10.875"	3.425" X 11.125" *
<b>1/3 Page Square</b>	5" X 4.5"		
<b>1/6 Page</b>	2.5" X 4.5"		

\* Please keep all text and artwork within a .5" - 1" margin from the trim edge to ensure that nothing is cut off or disappears into the fold.

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