SHOW PROGRAM
ADVERTISER MECHANICAL SPECIFICATIONS

FULL PAGE ADS ONLY:

FULL PAGE - FULL BLEED AD

BLEED AREA
7.25" x 10.25"

FINAL TRIMMED PAGE SIZE
7" x 10"

LIVE AREA
6.25" x 9.5"
("centered" in layout as spiral binding
may end up on either side)

FULL PAGE - NO BLEED AD

FINAL TRIMMED PAGE SIZE
7" x 10"

LIVE AREA
6.25" x 9.5"
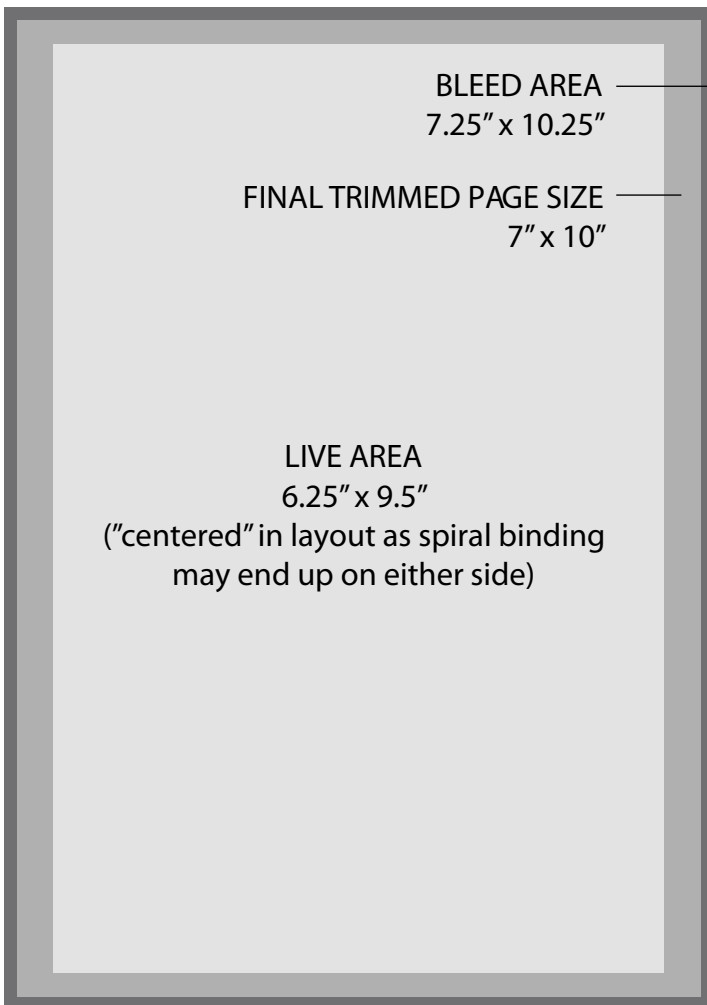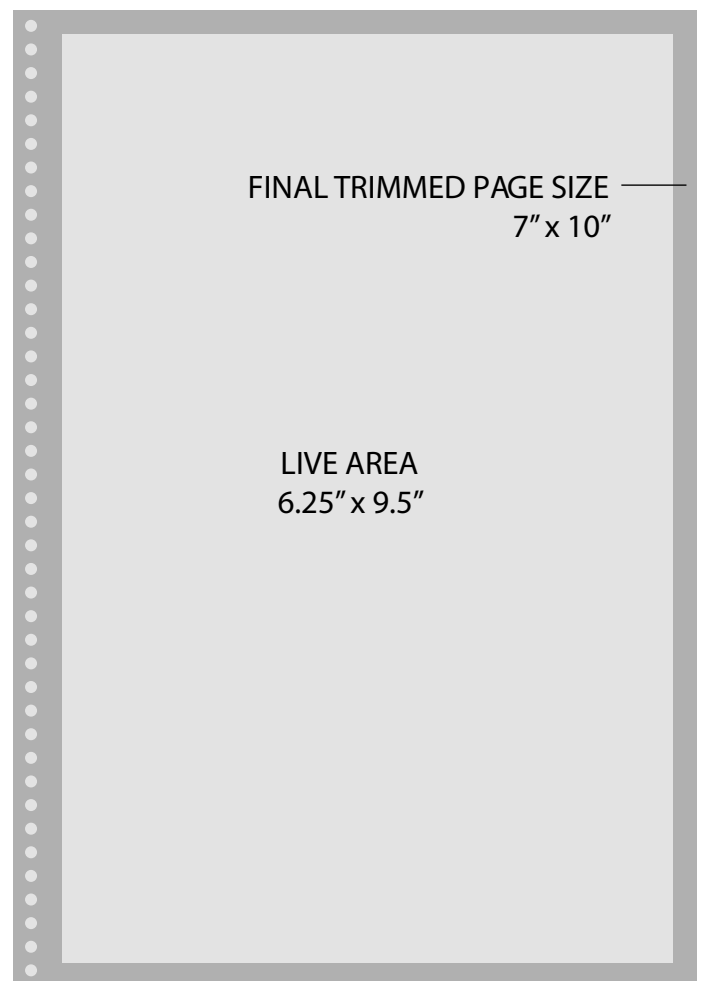
SHOW PROGRAM ADVERTISER MECHANICAL SPECIFICATIONS

GENERAL SPECIFICATIONS

Printing Method: Sheetfed Press
Binding: Spiral-Bound
Trim Size: 7"x10"
Ink: 4-Color Process and Greyscale (for ads)

FILE PREPARATION

Acceptable File Formats:

Press-Optimized PDF*
Photoshop (.psd)
.Tiff
Illustrator (.ai) - fonts outlined
Illustrator (.eps) - fonts outlined

* If submitting PDFs, they should be Press-Optimized or PDF/x1-a, CMYK and all fonts embedded. (No JPEGs or files created with Microsoft Applications)

Resolution:

Photos: 300ppi at 100% scale
Text/Lineart: 600ppi minimum

Color Mode: CMYK
Ink Limit: Total CMYK of 300%
Fonts: All fonts should be outlined in vector format
Type Size: 6pt. min. for san serif and 8pt. min. for serif (recommended)

DIGITAL FILE SUBMISSION

Ad Deadline: February 28, 2025
Ad File Upload URL: https://spaces.hightail.com/uplink/TravelSMG
Note: We can only accept "digital" submissions

WEBSITE BANNER AD SPECIFICATIONS

Size: 300x350 px
File Format: .jpg or .gif
File Size Limit: 200k
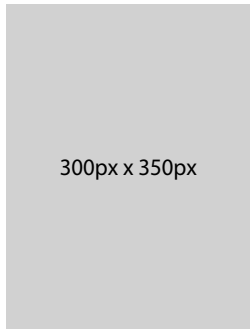**File Submission:** Email to "upload@travelsmg.com"

ADVERTISING SUPPORT CONTACT

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300px x 350px