# 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)
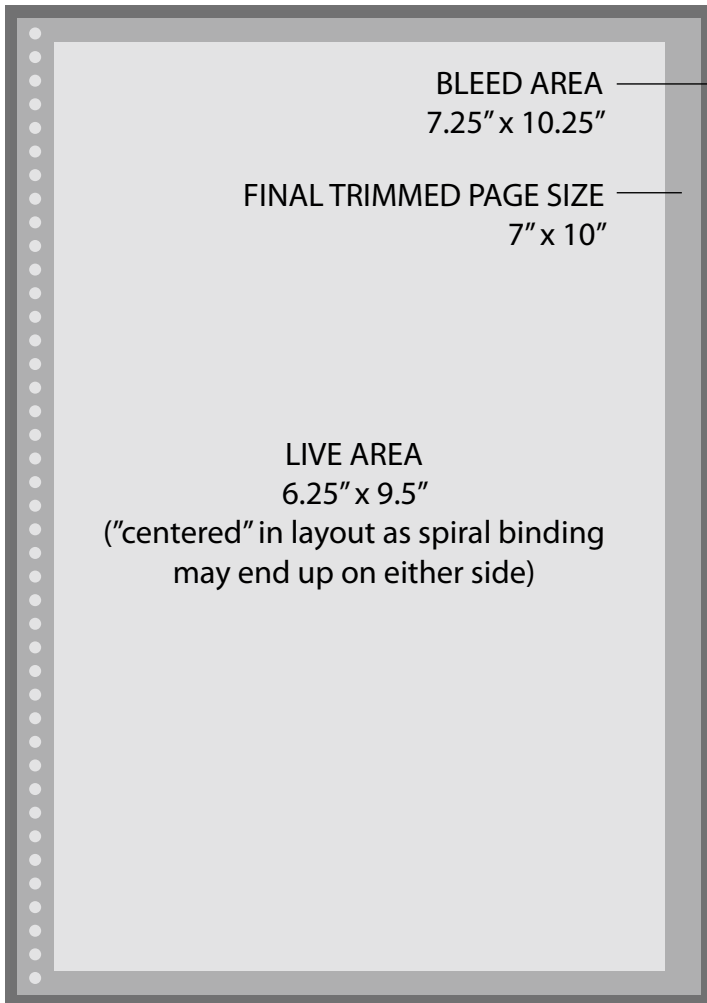
FULL PAGE - NO BLEED AD

FINAL TRIMMED PAGE SIZE
7″ x 10″

LIVE AREA
6.25″ x 9.5″
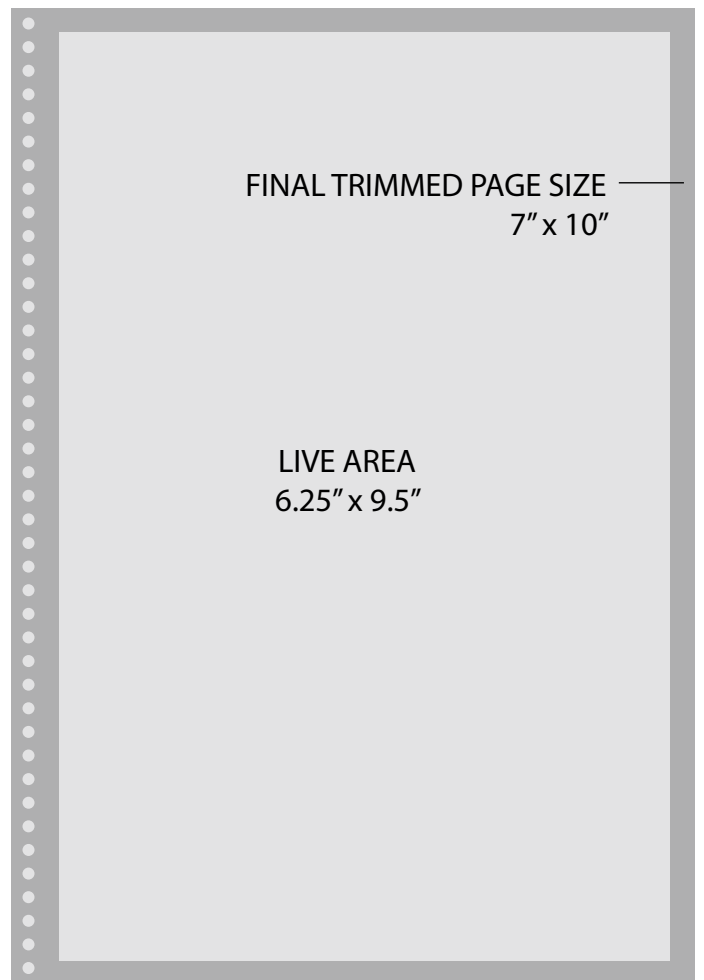
## GENERAL SPECIFICATIONS:

**Printing Method:** Sheetfed Press

**Binding:** Spiral-Bound

**Trim Size:** 7" x 10"

**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 formats

**Type-Size:** 6pt min for san-serif and 8pt min for serif recommended

## DIGITAL FILE SUBMISSION:

**Ad Deadline: February 19, 2024**

**Ad File Upload URL: https://spaces.hightail.com/uplink/TravelSMG**

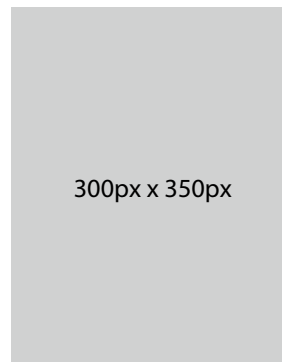**Note:** We can only accept "Digital" submissions

## WEBSITE BANNER AD SPECIFICATIONS:

**Banner Size: 300px x 350px**

**Format:** Jpeg or GIF

**Image Size Limit:** 200k

**Submit to:** scott@travelsmg.com

300px x 350px

**Advertising Support Contact:**
Eric Cooper
Travel Show Marketing Group
eric@travelsmg.com
P (925)337-2929

**Upload URL : https://spaces.hightail.com/uplink/TravelSMG**