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″
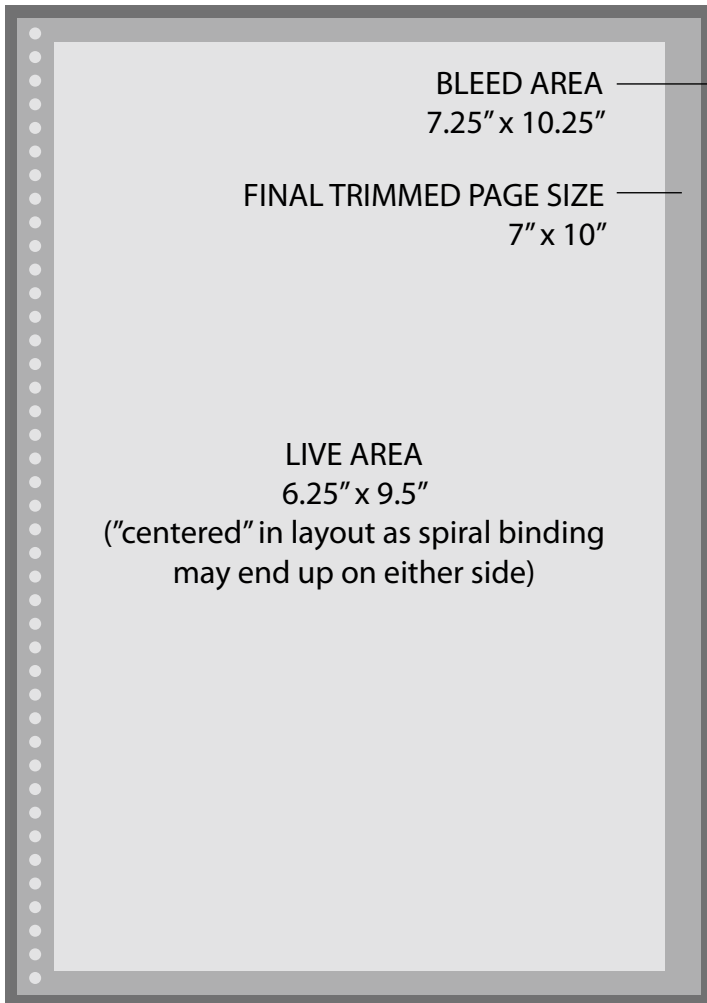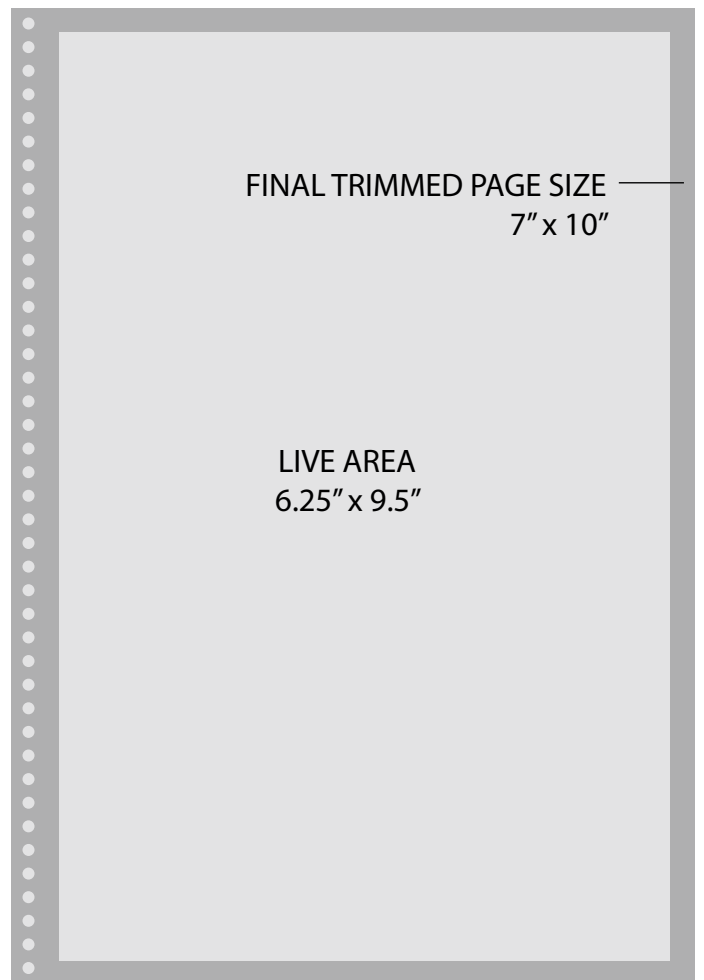
GENERAL SPECIFICATIONS:

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: September 10, 2021

Ad File Upload URL: https://spaces.hightail.com/uplink/TravelSMG
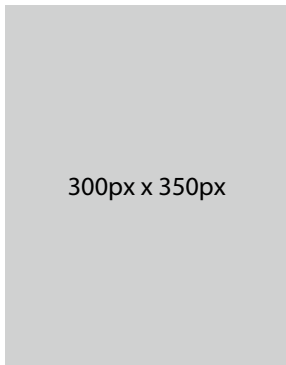
Note: We can only accept "Digital" submissions

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