

2016-17 Advertising Specification Sheet

Print Ad Specifications

Due: the 22nd of the month, two months prior to the publish month

Paperwork and Proofs Required

- Insertion Order
- Proof of ad (100% size)
- Full Page & Spread Ads: Bleeds set for .125"

Acceptable File Formats

- High Resolution PDF (w/fonts embedded)
*preferred
- Other Acceptable Formats (EPS, TIFF, JPG)

Macintosh / Windows/PC Users

- Quark Express, InDesign, Adobe Illustrator, Adobe Photoshop
- High Resolution PDF (w/fonts embedded)
- All text/fonts converted to paths/outlines

Graphics: CMYK or Grayscale

- Photographic and raster images: 300dpi
- Line Art: 1200dpi
- Rotate, enlarge or reduce images in program of origin, NOT in Quark or InDesign

Print Ad Sizes (except Sports Planning Guide)

<u>Page Trim:</u> 8.5 x 10.5	*all sizes in US inches
2 Page Spread for Bleed	17.25 x 10.75
2 Page for Non-Bleed	17 x 10.5
Full Page for Bleed	8.75 x 10.75
Full Page Non-Bleed	7.325 x 9.325
2/3 Page Vertical	4.75 x 9.625
1/2 Page Horizontal	7.5 x 4.75
1/2 Page Island	4.75 x 7
1/3 Page Square	4.75 x 4.75
1/3 Page Vertical	2.325 x 9.625
1/4 Page	3.5 x 4.75
1/6 Page Vertical	2.325 x 4.75
1/6 Page Horizontal	4.75 x 2.325

Print Ad Sizes for Sports Planning Guide

<u>Page Trim:</u> 8.75 x 10.875	
Full Page for Bleed	9 x 11.125
Full Page Non-Bleed	7.5 x 9.625
1/2 Page Horizontal	7.5 x 5
1/2 Page Vertical	4.75 x 7
1/3 Page	4.75 x 5

Online Ad Specifications

Due: the 22nd of the month, two months prior to the publish month

Note: ALL online placements are published on the 1st of the month and then promoted via newsletters and social media during the next 30 days (exception: website banners which are not promoted elsewhere)

Content Marketing Specifications

Site Inspection Articles and Itineraries – you will be contacted by a member of our Editorial Staff within two weeks of received your signed Insertion Order.

Company Profiles – Please use [this online form](#).

Password = sapphire

Display and Custom Advertising

Website and Newsletter Banners

Leaderboard (header/global)/Billboard Banner:
728x90 pixels, destination URL, maximum file size: 80kb

Skyscraper Banner (sidebar/geo-targeted): 160x600 pixels, destination URL, maximum file size: 80kb

Note: Flash banners must have the link url embedded directly in the swf file. WE DO NOT ACCEPT FLASH BANNERS FOR THE NEWSLETTER

Digital Edition Sponsorship – your logo on a transparent background, minimum of 300 pixels wide

Submission Options

Online Ads: onlineads@ptmgroups.com

Print Ads: Files under 10MB may be emailed to adtraffic@ptmgroups.com if larger, please use a file service like YouSendIt.com

Snail Mail: Premier Travel Media Attn: Ad Traffic. 621 Plainfield Road, Suite 406, Willowbrook, IL 60527