

## Print Ad Specifications

**Due:** the 22<sup>nd</sup> 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 22<sup>nd</sup> of the month, two months prior to the publish month

**Note:** ALL online placements are published on the 1<sup>st</sup> 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](mailto:onlineads@ptmgroups.com)

**Print Ads:** Files under 10MB may be emailed to [adtraffic@ptmgroups.com](mailto: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