

PRINT AD SPECIFICATIONS

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)

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)

All sizes in U.S. inches
Page Trim: 8.5 x 10.5

2 Page Spread, Bleed	17.25 x 10.75
2 Page Spread, Non-Bleed	17 x 10.5
Full Page, 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 (SPORTS PLANNING GUIDE)

All sizes in U.S. inches
Page Trim: 8.75 x 10.875

Full Page, 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

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 InSpecion articles and Itineraries – you will be contacted by a member of our Editorial Staff within two weeks of receiving your signed Insertion Order.

- [Itinerary Specs Sheet](#)
- [SPG Site InSpecion Specs Sheet](#)
- [Sponsorship Specs Sheet](#)

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 ANIMATED BANNERS FOR THE NEWSLETTER.

INSTRUCTIONS FOR SUBMISSION OF MATERIALS

All materials are due on the 22nd of the month, two months prior to the publish month.

Send all materials to AdTraffic@PtmGroups.com by the indicated deadline. File sharing services such as Dropbox.com may be used.

QUESTIONS?

We're happy to assist in any way we can. Contact us at 630.794.0696 or Advertising@PtmGroups.com