AD SPECS FOR:

LEISURE GROUP TRAVEL   GTD GROUP TRAVEL DESTINATIONS   student TRAVEL PLANNING GUIDE   DESTINATION Reunions   DF DESTINATION FILM GUIDE

Print Ad Sizes

All sizes in U.S. inches
Page Trim: 8.5 x 10.5 (Bleeds set for .125")

Two Page spread (with bleeds)	17.25 x 10.75
Full Page (with bleeds)	8.75 x 10.75
2/3 Page (vertical)	4.75 x 9.625
1/2 Page (horizontal)	7.5 x 4.75
1/2 Page (vertical)	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 File Requirements

InDesign templates for print ad sizes are available upon request. Print ad materials are required six weeks prior to publication of the edition.

Graphics

- Photographic and raster images: 300dpi
- Line Art: 1200dpi
- CMYK color profile
- All text converted to paths/outlines
- Preferred format: High resolution PDF

Content Marketing

Site InSpections | Itineraries | Top Lists

You will be contacted by a member of our Production Team within two weeks of receiving your signed Insertion Order. Typically, content marketing features will require the following deliverables.

- Topic ideas or editorial direction
- 6-8 quality, high-res photos
- High-res logo
- Group sales contact information for our readers

Website & Newsletter Banner Sizes

Leaderboard/Billboard Banner	728 x 90 pixels
Skyscraper Banner (website only)	160 x 600 pixels

Please include your url for each banner. Accepted file types are jpg, jpeg, png and gif. Flash banners must have the url embedded directly in the swf file. We do not accept animated banners for the newsletter.

Sponsorships

Digital Edition Sponsorship

If you are a sponsor for a digital publication, please send the following materials one full month prior to the publication of the edition.

- Full-page ad
- High-resolution logo on a transparent background
- Billboard Banner (728 x 90 pixels, jpeg)
- Square Banner (250 x 250 pixels, jpeg)
- YouTube video link
- 150 words of market relevant copy

Corporate Takeover

If you have purchased a corporate takeover, please send the following materials one full month prior to the start of your campaign.

- High-resolution logo on a transparent background
- Billboard Banner (728 x 90 pixels, jpeg)
- Square Banner (250 x 250 pixels, jpeg)
- YouTube video link
- 150 words of market relevant copy

Instructions for Deliverables

Send all advertising materials to AdTraffic@PtmGroups.com by the indicated deadlines. File sharing services are encouraged for larger file sizes.