

PRINT



ONLINE

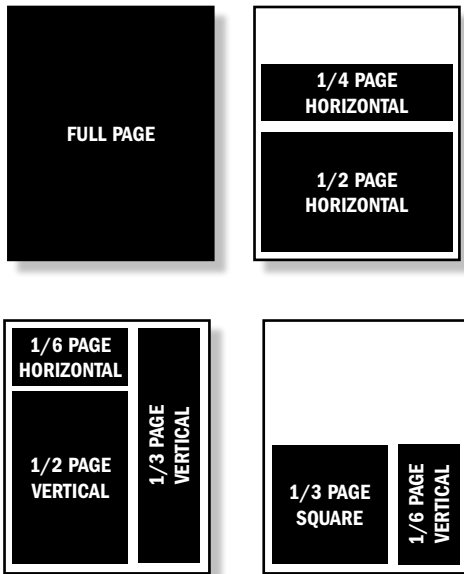


TABLET & SMARTPHONES

## Print Advertisement Specifications

**PUBLICATION Size: 8 1/4" x 10 3/4"**

**DISPLAY ADVERTISING SIZES**



SIZE	DIMENSIONS	DECIMAL
Full page		
Bleed Size <i>includes bleed</i>	8 1/2" X 11"	8.5" X 11"
Non Bleed	7 1/4" X 9 3/4"	7.25" X 9.75"
<i>(Bleed Size trims to 8.25 x 10.75 - Non Bleed fits within editorial design)</i>		
Half page		
Vertical	4 3/4" X 7 1/4"	4.75" X 7.25"
Horizontal	7 1/4" X 4 3/4"	7.25" X 4.75"
Third page		
Vertical	2 1/4" X 9 3/4"	2.25" X 9.75"
Square	4 3/4" X 4 3/4"	4.75" X 4.75"
One-fourth page (horizontal)	7 1/4" X 2 1/4"	7.25" X 2.25"
Sixth page		
Vertical	2 1/4" X 4 3/4"	2.25" X 4.75"
Horizontal	4 3/4" X 2 1/4"	4.75" X 2.25"
<b>Advertorial Specifications</b>		
Full Page	450 words + 3 photos	
2/3	350 words + 2 photos	
1/2	250 words + 2 photo	
1/3	150 words + 1 photo	

## SPECIFICATIONS

**Advertorial Placements** are ads that read like an article. Please supply the appropriate amount of Advertorial copy in a text file format such as MS-Word. Please supply the appropriate number of High Resolution (300dpi) photos in .jpg, .tif or .eps format. We will format the advertorial to look like an editorial article.

### Preferred File Format is a Press Quality PDF

(Be sure all embedded graphics are CMYK, 300 dpi with fonts included.)

#### Tips For Making PDFs

When exporting your PDF, be sure all embedded graphics are CMYK, 300 dpi and embed all fonts and images. Save/Export PDF at high resolution, "Press Quality" setting. (minimum of 300dpi resolution)

Be sure to include the bleed area if required.

#### Other Accepted File Formats

include eps, tif or jpg files. (Be sure all embedded graphics are CMYK, 300 dpi with fonts included.) Convert to CMYK. Flatten image. No layers.

#### Color Settings

All colors must be CMYK. No RGB, Pantone or spot colors. All spot color should be converted to CMYK.

#### WE CANNOT ACCEPT: PUBLISHER, PAGEMAKER, MICROSOFT POWER POINT

MS Word: we may need to re-create MS Word ads - we also suggest that you send graphics/photos used in MS Word separately.

### Submitting Your Ad

Please use the specifications provided. Make sure to include contact information with your cell phone number. Name the file with your company name.

Choose **ONE** of **TWO** options:

#### 1. Email Ad Files Smaller than 15MB to: [production@chambermarketingpartners.com](mailto:production@chambermarketingpartners.com)

We recommend placing all your files in one folder, then compressing the folder into a Zip or Stuff-it file before emailing.

#### 2. Ad Files Larger than 15MB

Send files larger than 15MB through [www.wetransfer.com](http://www.wetransfer.com) - Its Easy & Free.

Ad design available. Contact sales rep for pricing.

**Artwork Question?** [production@chambermarketingpartners.com](mailto:production@chambermarketingpartners.com) or 1-800-428-1798, Ext. #106