

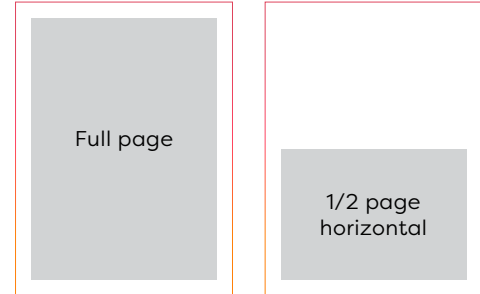
Ad Specifications

NON-BLEED

(white border around ad)

Non-bleed size is smaller than Trim Size. All NON-bleed ads should be created at these exact dimensions. These ads are then placed in the center of the page, with a white border all around.

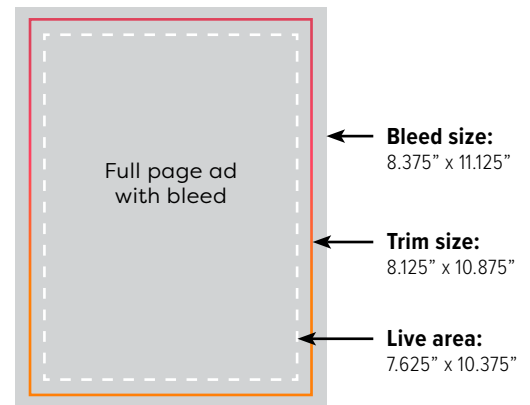
Ad sizes	Width	Height
Full Page	6.875"	9.625"
1/2 Page (Horizontal)	6.875"	4.75"



BLEED

(graphics/images extend to the edge of page, trim)

Ad sizes	Width	Height
Full Page		
Bleed - trim + additional for bleed	8.375"	11.125"
Trim - to edge of page	8.125"	10.875"
Live - safety* area	7.625"	10.375"
Two-page spread		
Bleed - trim + additional for bleed	16.5"	11.125"
Trim - to edge of page	16.25"	10.875"
Live - safety* area	15.75"	10.375"



*Live - Safety Area

All live matter (important graphics and text) should be 1/4 in. (0.25") from the trim size on all four sides. Travel Goods Magazine cannot be responsible for any information or live matter placed outside the safety area that is trimmed or cut off during the printing process.

Trim Size

The red line indicates the Trim Size – the size of the finished publication after it has been printed and trimmed.

Bleed Size

Trim Size plus an additional 1/8 inch of artwork (the “bleed”) on all sides. This extra 1/8 inch is meant to be trimmed off after printing, which ensures that your ad will extend all the way to the edges of the finished page.

Live-Safety

For Bleed Size ads you must also leave a margin inside the trim of the ad where no text or logos should be placed. (Background images and color can extend into this area, but not text or logos.) This will ensure that these elements will not get trimmed off in the automatic finishing process.

Digital Advertising Requirements

PRINT:

ACCEPTABLE FILE FORMATS:

- PDF files (PDF/x-1a preferred)
- Photoshop image-file formats including TIFF and JPEG (high quality)

FONTS:

- Outline or embed all fonts in supplied PDF.

IMAGES:

- Images must be linked and updated. Embed images for PDF documents.
- Do not scale images to more than 120% in layout application.
- Effective resolution of CMYK/grayscale/duotone images should be 300 dpi(plus or minus 20%).
- Effective resolution of line-art graphics should be between 600 and 1200 dpi, placed at 100% or smaller.

COLOR:

- Specify four-color process colors (CMYK). Convert RGB colors and spot colors to CMYK. If colors are left to be automatically converted to CMYK by the page-layout application or print house, they will be converted at advertiser's risk.
- Avoid very heavy black. Colors in the document palette (and in images) should not exceed 300 in total ink coverage (i.e., the sum total of C, M, Y, K values).

PRODUCTION NOTES:

- BLEED: Add a minimum of 1/8 in. (.125) bleed on all sides for content that extends to page-trim edge. If turning on crop marks during output to PDF, be sure to offset the crop marks from the page edge a minimum of 1/4".
- SAFETY: Allow 1/4 in. (.25) clearance on all sides from the page-trim size to all page elements inside the trim area.

COPY AND CONTRACT REGULATIONS:

The publisher may reject ads not meeting publication standards and label pages resembling editorial content as "advertisement." They are not liable for key number errors or events beyond their control. Agreements are subject to disruptions, and the publisher isn't responsible for unprinted ads. Contrary terms in contracts won't bind the publisher, and they're not responsible for art quality if specifications aren't met.

CANCELLATIONS OR CHANGES:

Cancellations or modifications to orders will not be accepted after the closing date.

Covers and special positions cannot be canceled 30 days prior to closing date. The publisher retains the right to rerun a previous advertisement or, in the absence of one, to invoice for the reserved space.