



# COLORADO SEASONAL TRAVEL MAGAZINE

## DISPLAY AD SPEC SHEET

### Mechanical Requirements *(Width x Height)*

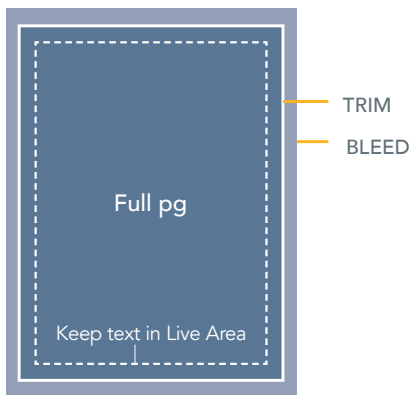
<b>FULL-PAGE TRIM SIZE*</b>	8" X 10.5"
Full-Page With Bleed	8.25" X 10.75"
Full-Page Live Area	7" X 9.5"

<b>2-PAGE SPREAD TRIM SIZE*</b>	16" X 10.5"
2-Page Spread With Bleed	16.25" X 10.75"
2-Page Spread Live Area	EACH PAGE: 7" X 9.5"

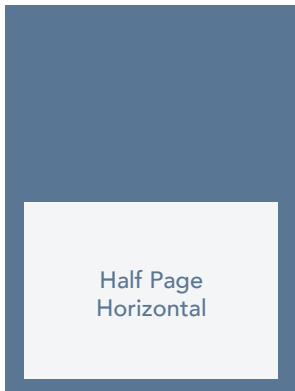
<b>1/2 PAGE HORIZONTAL</b>	7" X 4.687"
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\*Please add .125" bleed on all sides for rollfold, full page and 2-page spread ads.

### Full Page Ads



### Half Page Ads



### ACCEPTED FILE FORMATS

Adobe Acrobat	.pdf/x-1a
Adobe Illustrator	.EPS

### BEST PRACTICE

- Please omit http:// or www. from all URLs. (eg. Website.com vs. www.Website.com or http://www.Website.com)

### TECHNICAL GUIDELINES

- Save all art as high resolution (300 dpi) and four-color process CMYK.
- Outline ALL fonts or package the fonts along with your artwork.
- Document size must be the same as ad size. Full-page ad must have bleed. No printer/crop marks.
- Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.

### SUPPLYING ELECTRONIC MATERIALS

- Submit print ready materials directly to Jason Swancey at Jason.Swancey@MilesPartnership.com, 800-683-0010 ext. 2333 or 303-867-8232.

### FEES AND PRODUCTION SERVICES

- **There will be a \$100 fee for ad materials that are not received by deadline.**
- Charges will be assessed for electronic file intervention including production changes and altering supplied advertiser materials.
- **Ad design production is available.** Contact your Advertising and Data Manager for rates and samples of work.



Supplying Digital Materials

Jason Swancey  
Advertising & Data Manager

Jason.Swancey@MilesPartnership.com

Phone: 800-683-0010 ext. 2333 or 303-867-8232

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