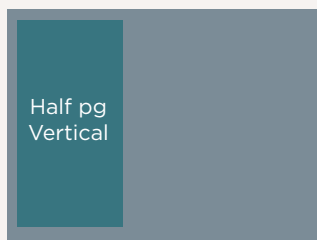
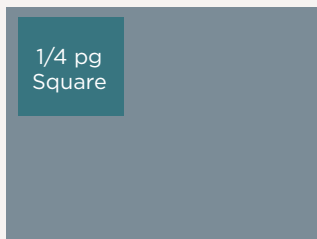




# WYOMING TRAVEL GUIDE POLY-BAG DISPLAY AD SPEC SHEET

## POLY-BAG DIRECT MAIL ADDRESSING LABEL

AD SIZE	WIDTH X HEIGHT
1/4 Page Square	3.0625" x 3"
1/2 Page Vertical	3" x 6.125"



### ACCEPTED FILE FORMATS

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

### BUSINESS RULES

- Advertisement must be Wyoming Tourism related

### BEST PRACTICES

- Advertisement needs to have large photos with a specific call to action.
- Advertisement needs to include company website and/or phone number.
- Please do not include "www." in any web addresses.

### 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. (No crop/printer marks).
- Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.

### SUPPLYING ELECTRONIC MATERIALS

- Files can be sent to [Jason.Swancey@MilesPartnership.com](mailto:Jason.Swancey@MilesPartnership.com).

### 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 Jason Swancey at [Jason.Swancey@MilesPartnership.com](mailto:Jason.Swancey@MilesPartnership.com).



## SUPPLYING DIGITAL MATERIALS

**Jason Swancey**  
Advertising & Data Manager

[Jason.Swancey@MilesPartnership.com](mailto:Jason.Swancey@MilesPartnership.com)

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

13952 Denver West Pkwy., Suite 200, Lakewood, CO 80401