

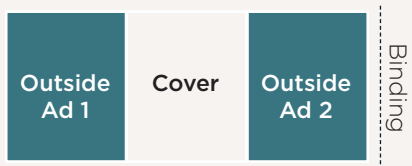


# 2021 WYOMING TRAVEL GUIDE DISPLAY AD SPEC SHEET

## MECHANICAL REQUIREMENTS

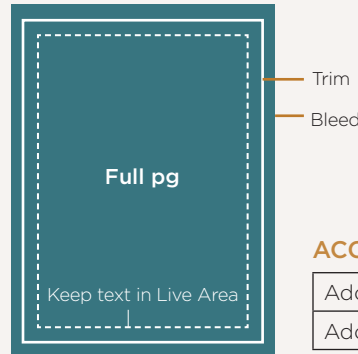
AD SIZE	WIDTH X HEIGHT
Full Page Trim Size	8" x 10.5"
Full Page With Bleed	8.25" x 10.75"
Full Page Live Area	7" x 9.5"
<hr/>	
2-Page Spread Trim Size	16" x 10.5"
Spread With Bleed	16.25" x 10.75"
Spread Live Area	7" x 9.5" Each Page
<hr/>	
1/2 Page Horizontal	7" x 4.687"
<hr/>	
1/3 Page Square	4.625" x 4.687"
<hr/>	
1/3 Page Vertical	2.25" x 9.5"
<hr/>	
1/4 Page Vertical	3.437" x 4.687"
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1/6 Page Horizontal	4.625" x 2.281"
<hr/>	
1/6 Page Vertical	2.25" x 4.687"
<hr/>	
1/8 Page Horizontal	3.437" x 2.281"
<hr/>	
1/12 Page Square	2.25" x 2.375"
<hr/>	
Masthead	4.625" x 9.5"

## ROLLFOLD REQUIREMENTS



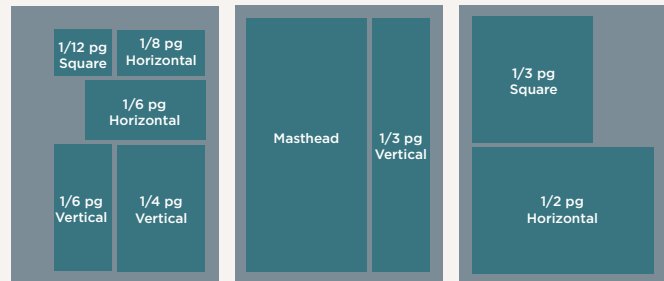
AD SIZE	WIDTH X HEIGHT
Outside Ad 1 Trim Size	7.125" x 10.5"
Outside Ad 1 Live Area	6.5" x 9.5"
<hr/>	
Outside Ad 2 Trim Size	7.75" x 10.5"
Outside Ad 2 Live Area	7.125" x 9.5"

Please add .125" bleed on all sides for rollfold ads.



### ACCEPTED FILE FORMATS

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



### BEST PRACTICE

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

### TECHNICAL GUIDELINES

- Save art as high resolution (300 dpi) and 4 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 crop/printer marks).
- Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.

### FEES AND PRODUCTION SERVICES

- There will be a \$100 fee for ad materials that are not received by the contracted deadline.
- Charges will be assessed for electronic file intervention.
- Ad design production is available. Contact Jason Swancey at [Jason.Swancey@MilesPartnership.com](mailto:Jason.Swancey@MilesPartnership.com) or 800-683-0010 ext. 2333 or 303-867-8232 for samples of work.



### SUPPLYING DIGITAL MATERIALS

Jason Swancey  
Advertising & Data Manager

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