

FRACTIONAL DISPLAY ADS

Promote your business and all that's special about it with a fractional page ad featuring an engaging photo and custom message.

NAME	SIZE (DECIMALS)
1/2	7.5" w X 4.8" h
2/3	5" w X 9.7" h
1/3	5" w X 4.8" h
1/6	5" w X 2.35" h
1/12	2.5" w X 2.35" h

SALES CLOSE:
November 6, 2020

MATERIALS DUE:
November 20, 2020



*Ads not to scale; not shown: full page

PRODUCTION REQUIREMENTS - IMPORTANT THINGS TO KNOW

Turn off the crop marks on your supplied ads.

AD REQUIREMENTS:

- Design:** Software accepted to design your ads are Quark Xpress, Adobe InDesign, Adobe Illustrator and Adobe Photoshop only.
- Color:** Use only 4-color process (CMYK). No RGB files will be accepted. Convert all spot colors to CMYK.
- Images:** You must own rights to all imagery and aspects of your ad.
- Ink Saturation:** 300% or less

SUBMIT YOUR AD:

- Submit your high-resolution PDF/x-1a file to Laurel.Bookhardt@MilesPartnership.com.

DON'T FORGET:

- Reproduction of hairline rules or type smaller than a 10pt. cannot be guaranteed.
- Publisher accepts no responsibility for errors on materials supplied by advertiser.
- Any supplied electronic file is subject to return if it does not meet Miles' requirements. New materials will need to be provided.

IMPORTANT:

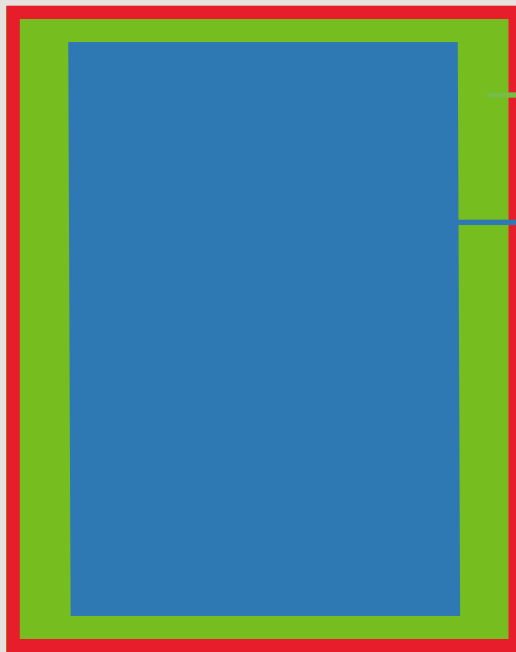
- Knockout Text (White Text):** We recommend limiting the background color to 3 of the 4 CMYK colors to reduce the risk of a shadow effect in case of a shift on the printer press.

NEED ASSISTANCE?

- If you would like Miles to build your print ad, send materials to Laurel.Bookhardt@MilesPartnership.com with build instructions.
- Email for step-by-step instructions on how to create a high-resolution PDF.

FULL-PAGE BLEED ADS

Call attention to all the special features of your business and give it prominent presence in the guide with a full-page ad that includes your photography and copy.



AREA	SIZE
Trim	8.25" w X 10.75" h
Live	7.25" w X 10.25" h - .25" margin on top and bottom; .5" margin on inside and outside (gutter)
Bleed	8.5" w X 11" h - .125" on all sides

EARLY BIRD RESERVATION DATE:
September 15, 2020

SALES CLOSE:
November 6, 2020

MATERIALS DUE:
November 20, 2020

Keep important graphics away from the gutter. Miles will not be liable for copy and images that exceed live area dimensions.

PRODUCTION REQUIREMENTS - IMPORTANT THINGS TO KNOW

Please turn off the crop marks on your supplied ads and supply spread ads as single pages.

AD REQUIREMENTS:

- **Design:** Software accepted to design your ad are Quark Xpress, Adobe InDesign, Adobe Illustrator and Adobe Photoshop only.
- **Color:** Use only 4-color process (CMYK). No RGB files will be accepted. Convert all spot colors to CMYK.
- **Bleeds:** Build all full-page bleed ads to the bleed specs listed above, and keep all images and elements that you do not want cut off within the live area specs.
- **Images:** You must own rights to all imagery and aspects of your ad.
- **Ink Saturation:** 300% or less

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