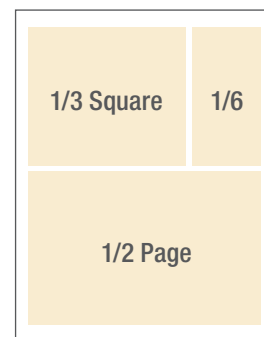
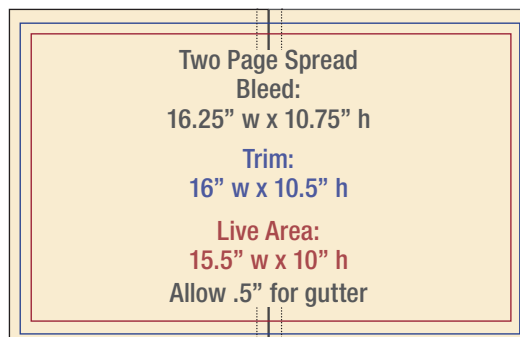
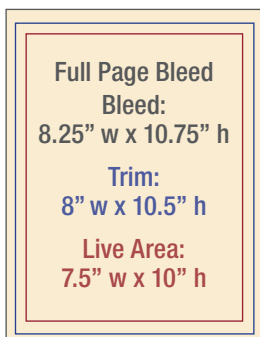


2020 DESTINATION MARYLAND

ADVERTISING SPECIFICATIONS

Description	Decimal (width x height)	Fraction (width x height)
Full Page Non-Bleed	7 x 9.875	7" x 9 7/8"
Full Page Bleed*	8.25 x 10.75	8 1/4" x 10 3/4"
Two Page Spread*	See visual below	See visual below
1/2 Horizontal	6.5625 x 4.4375	6 9/16" x 4 7/16"
1/3 Square	4.3125 x 4.4375	4 5/16" x 4 7/16"
1/6 Vertical	2.0625 x 4.4375	2 1/16" x 4 7/16"
Featured Photo Listing**	1.625 x 1.3125	1 5/8" x 1 5/16"



***Any element outside the live area runs the risk of trimming being cut off at printing. Miles will not be liable for copy and images that exceed live area dimensions.**

Floating Fractional Ads

It is recommended that any fractional ads that are designed on a white or transparent background include a 0.5" outline rule so that the ad doesn't appear to float and combine with an adjacent ad on the page.

**Featured Photo Listing

A Miles representative will contact you, but please note the following image size and character limits: MAX character count is 150 including spaces; Image must be at least 2.125" x 1.125" and 250 PPI.

Online listing
specs are available
separately upon
request

PRODUCTION REQUIREMENTS

- ❖ No coupons (MS Tags can link to offers).
 - ❖ Real estate advertisements shall be limited to vacation rental property.
 - ❖ Advertising should promote Maryland locations only.
 - ❖ **Design:** Software accepted for Miles to design your ad are Adobe InDesign, Adobe Illustrator and Adobe Photoshop Only. Final camera-ready ads supplied to Miles are **only** accepted in PDFx-1A format.
 - ❖ **Fonts:** Use only Adobe Type 1 (Postscript Level 1) fonts. No True Type fonts will be accepted.
 - ❖ **Color:** Use only 4-color process (CMYK). No RGB files will be accepted. Convert all spot colors to CMYK.
 - ❖ **Image Resolution:** Images should be a minimum of 250 PPI. Images below this resolution cannot be accepted.
 - ❖ **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. Please turn off the crop marks.
 - ❖ **Knockout Text (White Text):** We recommend limiting the background color to three of the four CMYK colors to reduce the risk of a shadow effect in case of a shift on the printer press.
 - ❖ **Black Color in Ad or Text:** Please build with one color black; multi-color rich blacks will not be accepted.
- DON'T FORGET:**
- ❖ Reproduction of hairline rules or type smaller than 10pt. cannot be guaranteed.
 - ❖ Publisher accepts no responsibility for errors on materials supplied by advertiser.



- Questions? Reach out to your production contact Taryn Parker at 303-867-8227 or Taryn.Parker@MilesPartnership.com.
- If you would like Miles to build your print ad, send materials to Taryn.Parker@MilesPartnership.com ASAP with build instructions.