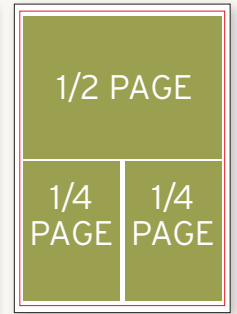
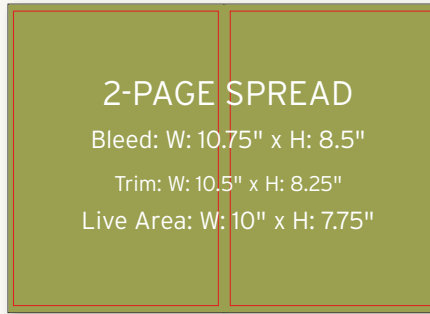


Print Ad Specs >

MECHANICAL SPECS	TRIM SIZE W: 5.25" X H: 8.25"
2-Page Spread	10.5" X 8.25"
Premium Full Page	5.25" X 8.25"
Full	5.25" X 8.25"
1/2 Page	4.75" X 3.625"
1/4 Page	2.335" X 3.625"
Back Cover	5.25" X 8.25"



Don't Forget:

- » Reproduction of hairline rules or type smaller than a 10pt. cannot be guaranteed.
- » Publisher will not be liable for copy and images that exceed live-area dimensions and accepts no responsibility for errors on materials supplied by advertiser.

Production Requirements >

Translations Process:

- » Translation costs for the Holiday Guide print ads are included with purchase.
- » Once native artwork for your advertisement is submitted, Miles will have it translated and will send final proofs in all languages for your review and approval.
- » Ads will be translated into the purchased print languages. Language guide options include UK English, German, French and Chinese.
- » **Along with the design file of your ad, please supply a Word doc that includes all of the English text from your print ad.**

Ad Requirements:

- » **Files Accepted:** There are two options:
 - Adobe InDesign:** Must supply a packaged InDesign file that contains all fonts and graphics.
 - Adobe Illustrator:** This format is acceptable only if fonts are not outlined and graphics are embedded. Miles will be laying out your ad with the translated content for each language; we will proof PDFs of the translated ads to you for approval.
- » **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 at left, and keep all images and elements that you do not want cut off within the live-area specs.

Style Guide:

- In order to present a consistent tone and format of information, please follow the guidelines below when constructing the content for your ad:
- » Include international exchange to all phone numbers:
Example: 001-202-123-4567
 - » Punctuate references to the District in this way: Washington, DC (comma, no periods)
 - » Punctuate the abbreviation for United States this way: US (no periods)
 - » When possible, spell out "Maryland" and "Virginia" (avoid abbreviating them to MD and VA)
 - » Please omit http:// or www. from all URLs. (eg. Website.com vs. www.Website.com or http://www.Website.com)
 - » If including the BrandUSA logo, please update the URL referenced below it to:
 - **UK:** VisitTheUSA.com
 - **German:** BesucheDieUSA.de
 - **Chinese:** GoUSA.cn
 - **French:** VisitezLesEU.fr

Submit Your Print-Ready Ad:
Submit your packaged files to Jason.Swancey@MilesPartnership.com.

Ad Specs >

Web Banner Ads:

- » Banner ads will rotate within CRUSA language sites, within applicable program pages
- » Ads will run in English throughout language sites unless participants supply language-appropriate files

Featured Deals:

- » Participants are responsible for ensuring deals are timely and up to date

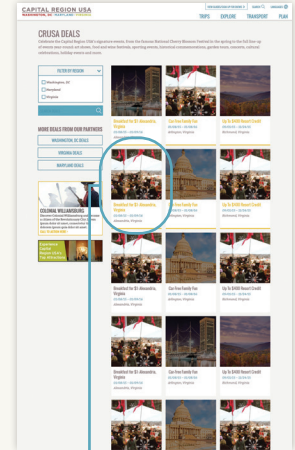
E-Newsletter:

- » Deployed to UK language audience
- » Featured articles live on the UK-language site.
- » **A Miles content manager will work with you to determine article content.**
- » Supply a click-thru URL for placements when supplying your materials

Web Banner Ads >



Deals Page >



FEATURED DEAL (priority listing)

- Photo:** 936 x 444 px
- Title:** 50 characters
- Deal Copy:** 300 characters
- Supply a click-thru URL

3 Headlines:
42 characters

3 Descriptions:
120 characters

3 Photos: 300 x 118 px

Supply a click-thru URL

3 Headlines:
30 characters

3 Descriptions:
60 characters

3 Photos: 93 x 100 px

Supply a click-thru URL

PREMIUM BANNER AD

Photos:
Desktop: 237 x 171 px
Mobile: 303 x 182 px

Subtitle:
40 characters

Title:
30 characters

Copy:
240 characters

Supply a click-thru URL

SPOTLIGHT FEATURE ARTICLE

Feature article developed by Miles with participant guidance

Article Length:
600 words

Photo:
174 x 168 px minimum for Email (larger images may be supplied for site article display)

FEATURED PARTNER BANNER AD

Photo:
100 x 106 px

Call to Action:
80 characters

Supply a click-thru URL

E-Newsletter >

