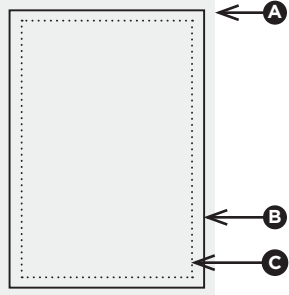


# MEETING PROFESSIONALS GUIDE **DISPLAY ADVERTISING SPECS**

## GLOSSARY OF TERMS



**Bleed (A)** is a printing term that refers to printing that goes beyond the edge of the sheet after trimming. It is very difficult to print exactly to the edge of a sheet of paper, to achieve this it is necessary to print a slightly larger area than is needed and then trim the paper down to the required finished size. Images, background images and fills which are intended to extend to the edge of the page must be extended beyond the trim line to give a bleed.

The final size of a printed page after excess edges have been cut off is the **trim size (B)**.

The **live area (C)** is a safe zone for important text or images. This is an area of your printed piece that is safe from cropping. Keep text and important graphics inside the live area.

## PUBLICATION SPECS



**FULL PAGE**  
*(must include bleed)*

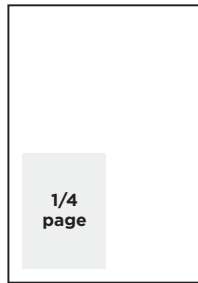
**Final Bleed Size:**  
8.25"(w) x 10.75"(h)  
*allow 1/8" on all sides for bleed*

**Live area:**  
7.25"(w) x 9.75"(h)  
*allow 3/8" on all sides for live area*

**Trim Size:**  
8"(w) x 10.5"(h)



**HALF PAGE**  
7"(w) x 4.5"(h)



**QUARTER PAGE**  
3.375"(w) x 4.5"(h)

## ENHANCED LISTINGS

### GENERAL

- **1 Photo:** 1.5" x .92", 300DPI
- **Contact Info:** Name, Address, Phone, Fax, Website, Neighborhood
- **Description:** 20-30 words

### ACCOMMODATIONS/VENUES

- **Logo**
- **3 Photos:** 1.7" (w) x 1.15" (h) 300DPI
- **Contact Info:** Name, Address, Phone, Fax, Website, Neighborhood
- **Description:** 20-30 words

## ACCEPTED FILE FORMATS

- Adobe Acrobat: PDF/x-1a
- Adobe Illustrator: EPS
- Photos must be 300DPI and CMYK. Can be provided as JPG, TIF or PDF.

## TECHNICAL GUIDELINES

- Save all art as high resolution (300 dpi) and four-color process CMYK. (Spot colors should be converted to process)
- 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 and adhere to live area.
- **Please DO NOT include crop marks, color bars, or extra space.**
- Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.

## FEES & 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.
- **Ad design production is available**

## SUBMITTING ARTWORK

Submit artwork to:  
Jose.Martinez@MilesPartnership.com

