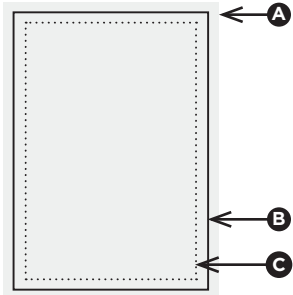


OFFICIAL VISITORS GUIDE DISPLAY ADVERTISING SPECS

GLOSSARY OF TERMS



A **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.

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

C 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)

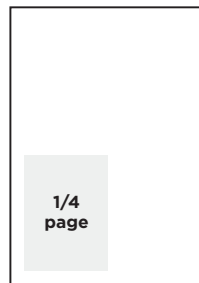
Final Bleed Size:
8.25"(w) x 10.75"(h)
allow 1/8" on all sides for bleed

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)

PHOTO LISTINGS

- **1 Photo:** 1.5625" (w) x 1" (h), 300DPI
- **Contact Info:** Business Name, Neighborhood, Address, Phone Number, Website
- **Description:** 20-30 words

ACCEPTED FILE FORMATS

- Adobe Acrobat: PDF/x-1a
- Adobe Illustrator: EPS

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.

SUBMITTING ARTWORK

Submit artwork to:
Jose.Martinez@MilesPartnership.com

