

MEETING PROFESSIONALS GUIDE **DISPLAY ADVERTISING SPECS**

GLOSSARY OF TERMS



- ← **A** The **final size (A)** of a digital page.
- ← **B** The **live area (B)** is a safe zone for important text or images. This is an area of your digital piece that is safe from cropping. Keep text and important graphics inside the live area.

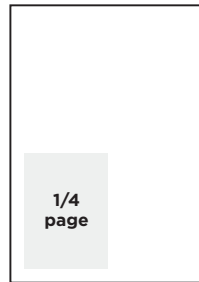
PUBLICATION SPECS



FULL PAGE
Final Size:
 8"(w) x 10.5"(h)
Live area:
 7.25"(w) x 9.75"(h)
allow 3/8" on all sides for live area



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



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

ACCEPTED FILE FORMATS

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

TECHNICAL GUIDELINES

- Save all art as high resolution (300 dpi).
- Outline ALL fonts or package the fonts along with your artwork.
- Document size must be the same as ad size. Full-page ad must adhere to live area.
- **Please DO NOT include crop marks, color bars, or extra space.**

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:
 Destiny.Oliver@MilesPartnership.com

