CHOOSE CHICAGO

OFFICIAL VISITORS GUIDE CO-OP OPPORTUNITY

VISUAL

PUBLICATION SPECS

HALF PAGE

- **Photo:** 5.25” (w) x 4” (h)
- **Text Header:** 44 characters, including spaces
- **Description:** 100 words
- **Phone Number**
- **Website**

QUARTER PAGE

- **Photo:** 3.375” (w) x 2” (h)
- **Text Header:** 34 characters, including spaces
- **Description:** 70 words
- **Phone Number**
- **Website**

EIGHTH PAGE

- **Photo:** 1.5855” (w) x 1.6877” (h)
- **Text Header:** 16 characters, including spaces
- **Description:** 35 words
- **Phone Number**
- **Website**

TECHNICAL GUIDELINES

- All graphics must be JPG, 300DPI and CMYK.
- Assistance is available to re-size photos.

PROCESS

- Submit your copy for the advertorial piece, and our experienced travel editor will review for grammar, AP Style and brand voice consistency. If you need assistance with writing copy, the editor can work with you to craft a custom advertorial piece that highlights your business. Please let your advertising representative know which option you will be taking.
- You will receive a draft of the advertorial to provide feedback and edits.
- The editor will incorporate your edits and submit a final draft for your approval.

SUBMITTING MATERIALS

Submit materials to:
Destiny.Oliver@MilesPartnership.com

Production Contact: Destiny Oliver, Miles Partnership
Destiny.Oliver@MilesPartnership.com | Phone: 800-683-0010 x 4723

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