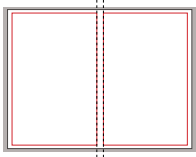
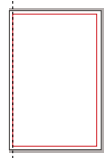


Two-Page Spread



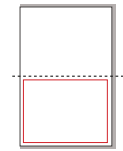
- Live Area 13" x 9.5"
- Document Size 14" x 10.5"
- With Bleed 14.25" x 10.75"

Full Page



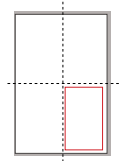
- Live Area 6" x 9.5"
- Document Size 7" x 10.5"
- With Bleed 7.25" x 10.75"

Half Page



- Live Area
6" x 4.625"

Quarter Page



- Live Area
2.875" x 4.625"

Please Note

- Please include a 0.125" BLEED on all sides of FULL PAGE ads.
- ALL text and logos must be inside the live area [1/2" from edge preferred, at least 1/4"]

Applications

- InDesign CS6
- Photoshop CS6
- Illustrator CS6
- [Convert ALL type to outlines]
- PDF | Embed ALL fonts
- Images MUST be 300 dpi/press-optimized

Color

- Convert all PMS colors to CMYK
- Files and supporting files must be CMYK
- No SPOT colors

Accepted File Formats

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

Accepted File Formats

- **DO NOT include crop marks, color bars or extra space**
- Document size must be the same as ad size. Full-page ads and back cover ads must have bleed.
- Save all art high resolution (300 DPI) and four-color process CMYK.
- Outline ALL fonts or package the fonts along with your artwork.
- Apply rich black [C:40 M:20 Y:20 K:100] to large areas of black

Supplying Electronic Materials

Email completed spec sheet /creative assets to:
CincinnatiUSAads@MilesPartnership.com

Please also send a copy of your materials to your sales rep:
Mary.Steadman@MilesPartnership.com

Fees and Production Services

- Charges will be assessed for electronic file intervention including production changes and altering supplied advertiser materials
- **Ad design production is available.** Consult with your Production Contact listed below, for rates and samples of work.

Best Practices

Make sure to include your identity (name and logo), website, phone number, and call-to-action.