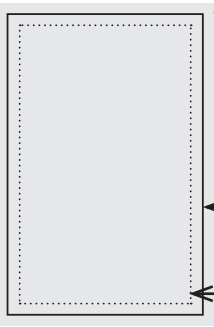


OFFICIAL VISITORS GUIDE DISPLAY AD SPECS

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.

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

Guide Size 8" x 10.5"



FULL PAGE
(must include bleed)

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

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

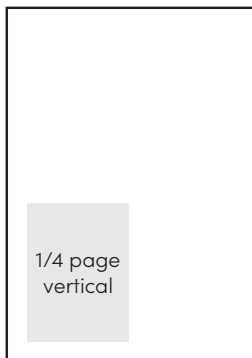
Live Area:
7"(w) x 9.5"(h)
allow 1/2" on all sides
for live area

FULL PAGE MAP AD
(must include bleed)

Trim Size:
7.25"(w) x 10.5"(h)

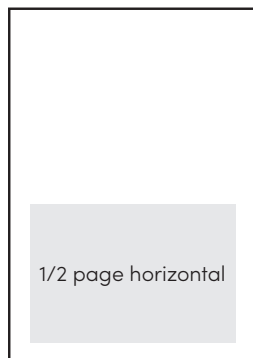
Bleed Size:
7.5"(w) x 10.75"(h)
allow 1/8" on all sides
for bleed

Live Area:
6.5"(w) x 9.5"(h)
allow 1/2" on all sides
for live area



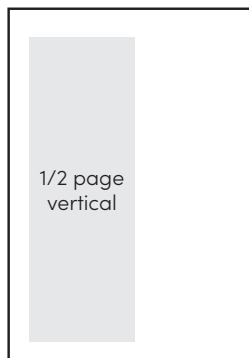
1/4 page
vertical

1/4 PAGE
3.375"(w) x 4.5"(h)



1/2 page horizontal

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



1/2 page
vertical

**HALF PAGE
VERTICAL**
3.375 "(w) x 9"(h)

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:30 M:40 Y:30 K:100) to large areas of black.

SUBMITTING ARTWORK

Submit artwork to
Taryn.Parker@MilesPartnership.com

Please also send copy of artwork to your advertising account rep
Mary.Steadman@MilesPartnership.com

ORDER INFORMATION

Product/Title:
Columbia, SC Official Visitor Guide

Appears: March 2018

Dimension: Listed on left

Color: Full Color