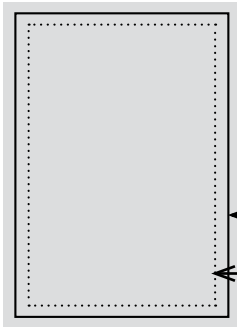


KENTUCKY DISPLAY ADVERTISING SPECS

GLOSSARY OF TERMS

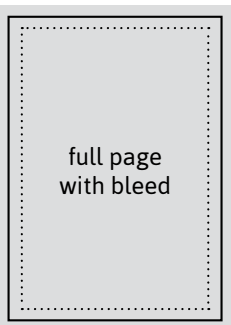


← **Bleed** is a printing term that refers to printing that goes beyond the edge of the sheet after trimming. It is very difficult to print exactly to the edge of a sheet of paper, to achieve this it is necessary to print a slightly larger area than is needed and then trim the paper down to the required 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**.

← The **live area** 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.

CREATIVE TIPS

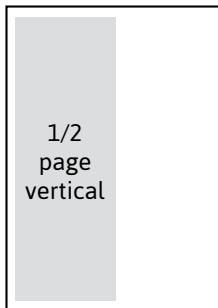


FULL PAGE (MUST INCLUDE BLEED)

trim size:
8"(w) x 10.5"(h)

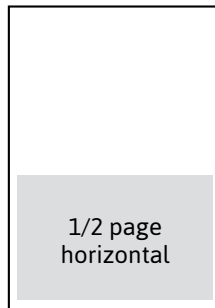
bleed size:
8.25"(w) x 10.75"(h)
allow 1/8" on all sides
for bleed

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



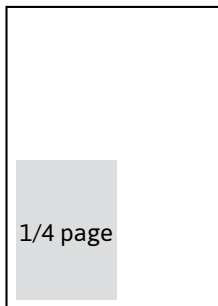
1/2 PAGE VERTICAL

3.437"(w) x 9.5"(h)



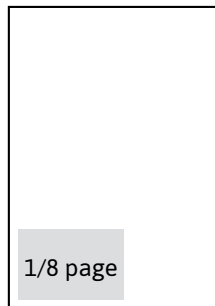
1/2 PAGE HORIZONTAL

7"w x 4.687"h



QUARTER PAGE

3.437"(w) x 4.687"(h)



EIGHTH PAGE

3.437"(w) x 2.281"(h)

Accepted File Formats

Adobe Acrobat	.pdf/x-1a
Adobe Illustrator	.EPS

Technical Guidelines

> Please follow the guidelines below

- > **Save all art as high resolution (300 dpi) and four-color process CMYK.**
(No RGB files will be accepted.)
Convert all spot colors to CMYK.)
- > **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 turn off the crop marks on your ads and supply spread ads as single pages.**
- > **Use rich black** (C: 40 M:20 Y:20 K:100) for large areas of black.

Submitting artwork

All ads must be submitted directly to Samantha Davis at Samantha.Davis@MilesPartnership.com

For questions, contact **Samantha Davis**
phone: 303.867.8287
email: Samantha.Davis@MilesPartnership.com

Order Information

Product/Title: Kentucky Official Visitor's Guide
Appears: January 2019
Dimension: (listed at left)
Color: Full Color
Sales Person: Eric Lukehart
Order Number: This will be provided by Samantha Davis
Project Number: KYG-Kentucky
Due Date: Ad materials are due 09/19/2018

For sales, contact **Eric Lukehart**
phone: 859.339.7986
email: Eric.Lukehart@MilesPartnership.com

FOR QUESTIONS OR TO SUBMIT CREATIVE, CONTACT:

Samantha Davis • SamanthaDavis@MilesPartnership.com • 303.867.8287

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