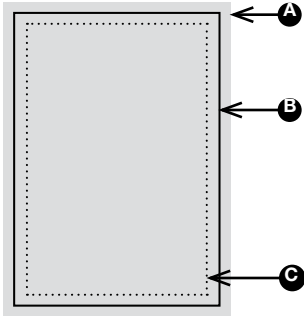




# LAS VEGAS VISITORS GUIDE: THE STRIP & BEYOND

## DISPLAY SPECS

### GLOSSARY OF TERMS

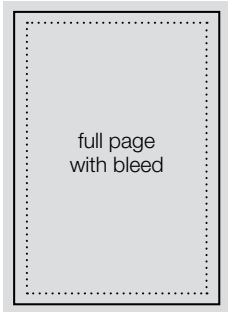


**Bleed (A)** is a printing term that refers to printing that goes beyond the edge of the sheet after trimming. It is very difficult to print exactly to the edge of a sheet of paper, to achieve this it is necessary to print a slightly larger area than is needed and then trim the paper down to the required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

### DISPLAY AD SPECS

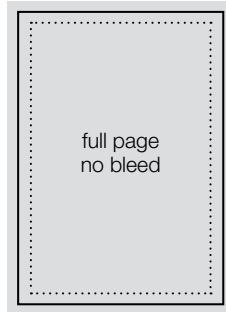


**FULL PAGE**  
*(must include bleed)*

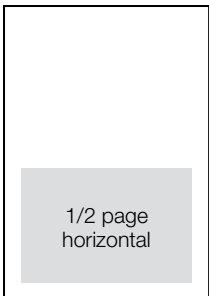
**Bleed Size:**  
8.25" (w) x 11" (h)  
*allow 1/8" on all sides for bleed*

**Trim Size:**  
8" (w) x 10.75" (h)

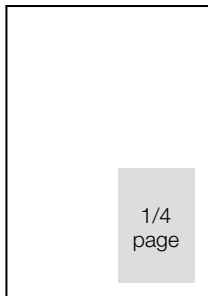
**Live Area:**  
7.25" (w) x 10" (h)  
*allow 3/8" on all sides for live area*



**FULL PAGE  
NO BLEED**  
7" (w) x 9.4375" (h)



**HALF PAGE**  
7"(w) x 4.62"(h)  
*no bleed*



**QUARTER PAGE**  
3.42"(w) x 4.62"(h)  
*no bleed*

### ACCEPTED FILE FORMATS

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

### TECHNICAL GUIDELINES

- **Please DO NOT include crop marks, color bars, or extra space.**
- 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.
- Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.

### ORDER INFORMATION

**Product/Title:**  
Las Vegas Visitors Guide:  
The Strip & Beyond

**Appears:** November 2021

**Dimension:** Listed at Left

**Space Deadline:**  
September 3, 2021

**Materials Deadline:**  
September 10, 2021

**Color:** Full Color

### SUBMITTING ARTWORK

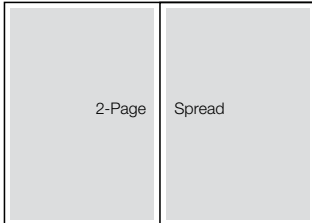
**Submit artwork to:**  
LVadvertising@MilesPartnership.com



# LAS VEGAS VISITORS GUIDE: THE STRIP & BEYOND

## ADVERTORIAL SPECS

### PUBLICATION CONTENT



#### 2-PAGE ADVERTORIAL SPREAD

Please provide the following assets:

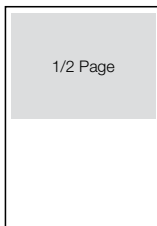
- 4-6 High Res Images
- Contact Information, Phone, Website, Address
- Body Copy: 200-300 words\*  
*\*may be edited for length, style, grammar and consistency of voice*
- Logo: vector (.eps/.ai with transparent background preferred format)



#### FULL PAGE ADVERTORIAL

Please provide the following assets:

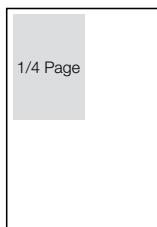
- 3-5 High Res Images
- Contact Information, Phone, Website, Address
- Body Copy: 150-250 words\*  
*\*may be edited for length, style, grammar and consistency of voice*
- Logo: vector (.eps/.ai with transparent background preferred format)



#### HALF PAGE ADVERTORIAL

Please provide the following assets:

- 3-4 High Res Images
- Contact Information, Phone, Website, Address
- Body Copy: 75-100 words\*  
*\*may be edited for length, style, grammar and consistency of voice*
- Logo: vector (.eps/.ai with transparent background preferred format)



#### QUARTER PAGE (formatted)

Please provide the following assets:

- 1-3 High Res Images
- Contact Information, Phone, Website, Address
- Body Copy: 75 words\*  
*\*may be edited for length, style, grammar and consistency of voice*
- Logo: vector (.eps/.ai with transparent background preferred format)

### THE PROGRAM

Custom-created advertorial promotes your business through engaging storytelling, reaching an audience of more than 150,000 visitors over the course of a year. Combined with content promotion via Places.Travel and social media outreach, your message is estimated to reach more than 14 million potential visitors, delivering targeted, guaranteed clicks.

### 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 choosing.
- 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.

### PHOTO SPECIFICATIONS

- Images must be JPG, TIF or EPS
- Images must be CMYK
- Images must be 300 DPI or vector

### ORDER INFORMATION

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September 10, 2021

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### SUBMITTING ASSETS

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LVadvertising@MilesPartnership.com