

# 2023 MAP & TOURIST GUIDE



## DISPLAY ADVERTISING SPECS

### ACCEPTED FILE FORMATS

**Adobe Acrobat:** .pdf / x-1a  
**Adobe Illustrator:** .eps

### TECHNICAL GUIDELINES

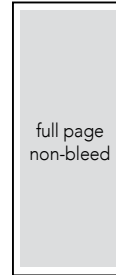
Save all art as high resolution (300 dpi). No RGB files will be accepted. Convert all spot colors to CMYK.

Use only Adobe Type 1 (Postscript Level 1) fonts. No True Type fonts will be accepted.

Document size must be the same as ad size. Full-page ad must have bleed and adhere to live area. Please turn off crop marks on your supplied ads and supply spread ads as single pages.

Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.

Please leave 1" w x 1" h of ad space for your custom Tag in qualifying ads.



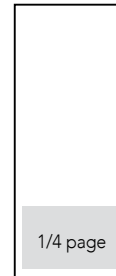
### FULL PAGE (NON-BLEED)

- > **Width:** 3"
- > **Height:** 8.25"
- > **File Size:** Under 100 MB



### HALF PAGE

- > **Width:** 3"
- > **Height:** 4"
- > **File Size:** Under 50 MB



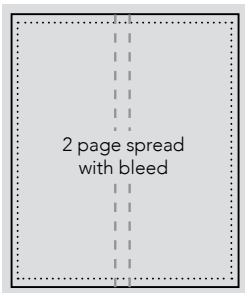
### QUARTER PAGE

- > **Width:** 3"
- > **Height:** 1.875"
- > **File Size:** Under 50 MB



### PHOTO LISTING

- > **Width:** 1.6"
- > **Height:** 1"
- > **File Size:** Under 50 MB



### TWO-PAGE SPREAD FULL

- > **Bleed:** Must be included
- > **Trim Size:** 7.25" width x 9" height
- > **Bleed Size:** 7.5" width x 9.25" height  
Allow 1/8" on all sides for bleed
- > **Live Area:** 6.75" width x 8.5" height  
Allow 3/8" on all sides for live area
- > **File Size:** Under 150 MB



### FULL PAGE (BLEED)

- > **Bleed:** Must be included
- > **Trim Size:** 3.625" width x 9" height
- > **Bleed Size:** 3.875" width x 9.25" height  
Allow 1/8" on all sides for bleed
- > **Live Area:** 3.125" width x 8.5" height  
Allow 3/8" on all sides for live area
- > **File Size:** Under 100 MB

Ad Materials Due: TBD - SEPT. 2022

Supplying Electronic Materials, email ads to:  
[Cynthia.Hazell@milespartnership.com](mailto:Cynthia.Hazell@milespartnership.com)

Production Contact:

**CYNTHIA HAZELL-CUTCHIN**

800-683-0010  
[Cynthia.Hazell@milespartnership.com](mailto:Cynthia.Hazell@milespartnership.com)