

Happy Traveler Guide: Co-Op Spec Sheet

Mechanical Requirements (width x height)

1/2 PAGE DISPLAY HORIZONTAL: 6.875" x 4.125"

1/2 PAGE DISPLAY VERTICAL: 3.343" x 8.4375"

1/4 PAGE DISPLAY: 3.343" x 4.1175"

1/8 PAGE FORMATTED ADVERTORIAL LISTING:

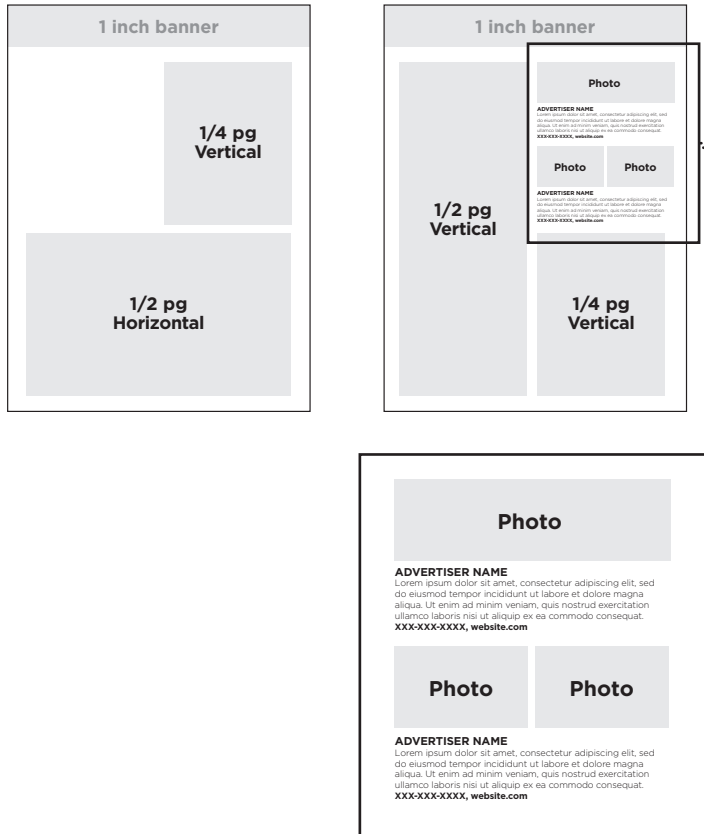
• Photo (JPG):

- One Photo: 3.343" (w) x 1" (h)
- Two Photos: 1.625" (w) x 1" (h)

Miles can help resize photos if needed.

- **Advertiser Header:** 35 characters, including spaces
- **Phone Number**
- **Website**
- **Description:** 230 characters, including spaces

Visuals



Formatted Advertorial Listings

Accepted File Formats

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

Technical Guidelines

- **DO NOT include crop marks, color bars or extra space.**
- Document size must be the same as ad size.
- Save all art as 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.
- Photos must be 300DPI and CMYK.

Fees and Production Services

- **There will be a \$100 fee for ad materials that are not received by deadline.**
- Charges will be assessed for electronic file intervention including production changes and altering supplied advertiser materials.
- **Ad design production is available.** Contact your Advertising and Data Manager for rates and samples of work.

Submitting Materials

Email materials to:
Katie.Phillips@MilesPartnership.com

Please also send a copy of your materials to your sales rep:

Abby.Siegel@MilesPartnership.com