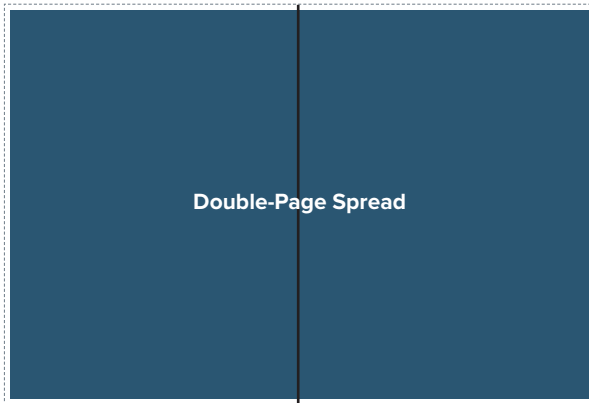


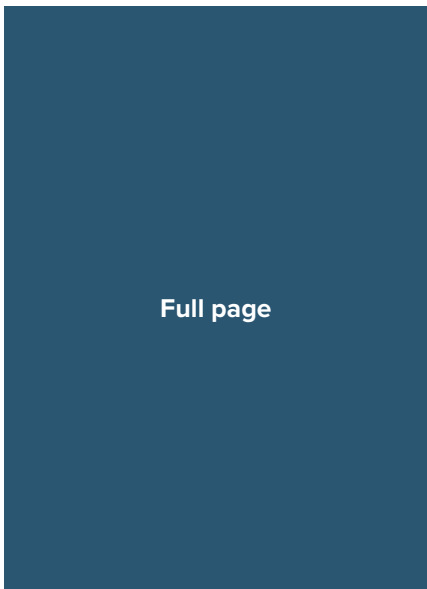
# SAN FRANCISCO TRAVELER

## VISITOR PLANNING GUIDE



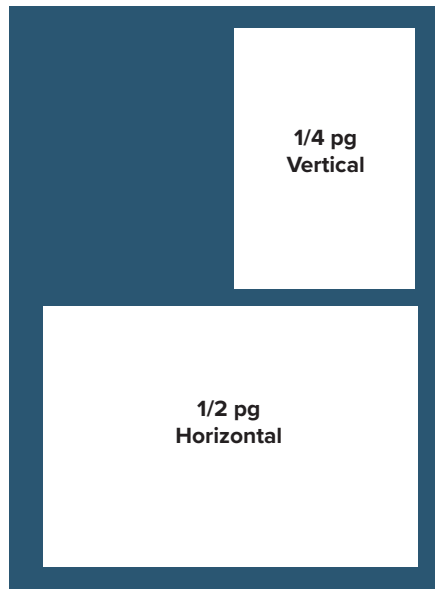
**DOUBLE-PAGE SPREAD SPECIFICATIONS**  
(Width x Height)

**Spread Trim Size:**  
w: 975px x h: 720px



**FULL PAGE SPECIFICATIONS**  
(Width x Height)

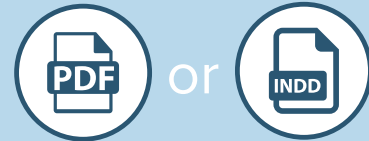
Full Page: w: 576px x h: 750.24px



**Fractional Ad SPECIFICATIONS**  
(Width x Height)

1/2 Page Horizontal: w: 414px x h: 319.32px  
1/4 Page Vertical: w: 202.5px x h: 319.5px  
Masthead: w: 272.88px x h: 648px

*No bleed necessary*



**ACCEPTED FILE FORMATS**

Adobe Acrobat	.pdf/x-1a
Adobe InDesign CS4 and above	.INDD

**TECHNICAL GUIDELINES**

- Save all art as high resolution (300 dpi) and RGB.
- Outline ALL fonts or package the fonts along with your artwork.
- Document size must be the same as ad size.
- Remove all crop marks, bleed marks, registration marks, color bars and page information in the final .pdf/x-1a file.

**SUPPLYING ELECTRONIC MATERIALS**

- Email ad creative that is 10MB or smaller to: [Ivan.Sanchez@MilesPartnership.com](mailto:Ivan.Sanchez@MilesPartnership.com)  
For anything larger use a delivery system or contact your Advertising Data Manager for suggestions.

**PRODUCTION SERVICES**

- Ad design production is available. Contact your Advertising Data Manager for rates and samples of work.