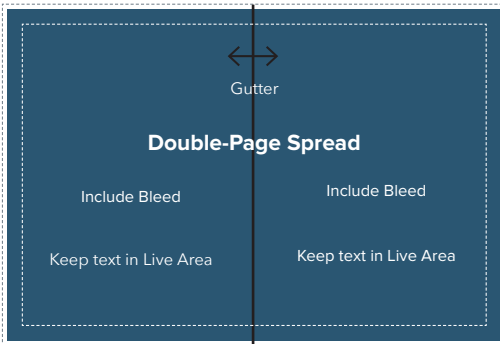


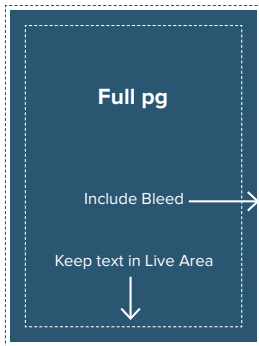
SAN FRANCISCO TRAVELER

A GUIDE FOR VISITORS



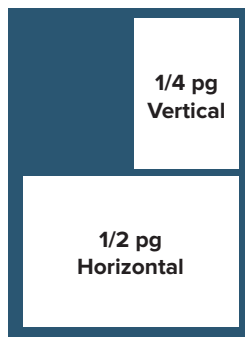
DOUBLE-PAGE SPREAD SPECIFICATIONS (Width x Height)

Spread Trim Size: 13.5" x 10"
Spread With Bleed: 13.75" x 10.25"
Spread Live Area: 10.75" x 9.265"
Spreads Gutter: .375" from center on either side; a total of .75" safety for gutter
**Must include .125" bleed on all sides*



FULL PAGE SPECIFICATIONS (Width x Height)

Full Page Trim Size: 6.75" x 10"
Full Page With Bleed: 7" x 10.25"
Full Page Live Area: 5.76" x 9"
Must include .125" bleed on all sides



Fractional Ad SPECIFICATIONS (Width x Height)

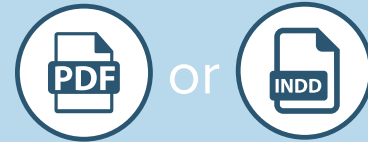
1/2 Page Horizontal: 5.75" x 4.435"
1/4 Page Vertical: 2.8125" x 4.4375"
Masthead: 3.79" x 9"
No bleed necessary

PRINTING DEFINITIONS

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/card, to achieve this it is necessary to print a slightly larger area than is needed and then trim the paper/card 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.



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 four-color process 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. **No printer marks allowed.**
- Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.
- Remove all crop marks, bleed marks, registration marks, color bars and page information in the final .pdf/x-1a file.

SUPPLYING ELECTRONIC MATERIALS

- Email ads that are 10MB or smaller to: **Vicky.Shoemaker@MilesPartnership.com**
 For anything larger use a delivery system or contact Vicky for suggestions.

PRODUCTION SERVICES

- **Ad design production is available.**
 Contact Vicky Shoemaker for rates and samples of work.