

PROGRAM AD MATERIAL SPECIFICATIONS

FORMAT Only digital files accepted. High resolution CMYK .pdf files with fonts embedded.

All full bleed materials must include at least 1/4 inch of bleed area on all four sides.

IMAGES Images should have an effective resolution of 300 dpi. 72 dpi images, or images downloaded from a website, are of unacceptable quality for printing.

CMYK files are acceptable. (RGB, Lab, or Index color files are unacceptable and will need to be converted to CMYK to avoid any shift in the original ad colors in print.)

MATERIAL SUBMISSION

All files 8MB and under should be compressed (stuffed or zipped). If a file exceeds 8MB, contact Krista Roepke at kroepke@ustravel.org to discuss alternate transfer methods based on the file size.

**ALL AD MATERIALS DUE
 APRIL 22, 2020**

PUBLICATION AND AD SIZES

OFFICIAL PROGRAM SIZE: 6.25" W x 9" H

| AD TYPE | FULL BLEED | NON-BLEED | LIVE AREA* |
|----------------|------------------|----------------|--------------------|
| Covers | 6.5" W x 9.25" H | 6.25" W x 9" H | 5.625" W x 8.75" H |
| Tab Dividers | 6" W x 9.25" H | 5.75" W x 9" H | 5.125" W x 8.75" H |
| Internal Pages | 6" W x 9.25" H | 5.75" W x 9" H | 5.125" W x 8.75" H |

***PLEASE NOTE:** Important copy and photos should fall within the live area specified for each advertisement type or artwork is at risk of getting cut off during trimming or by drill holes for the plastic coil binding.

If you need additional information or assistance regarding material submission, please contact Krista Roepke at 202.408.2149 or kroepke@ustravel.org.