


Blue Ridge Parkway / Smokies Travel Guide

Leisure Publishing Co.
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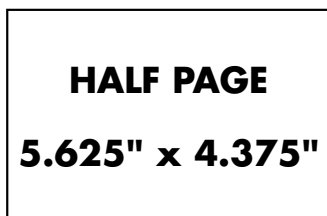
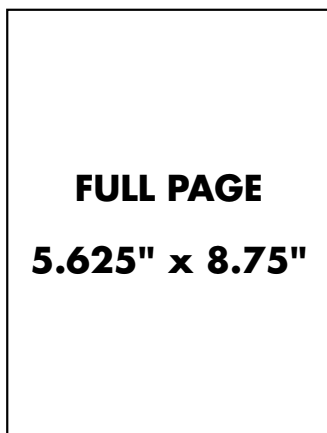


PRODUCTION SPECIFICATIONS

AD DIMENSIONS

Trim size is 6.5" wide x 9.5" deep

Note: The ad sizes below reflect actual live image area on page and include border.



Bleed ads (full page only):

- Bleed size is 6.75" wide by 9.75" deep
- Keep live matter 1/2" from trim on top, bottom and sides.
- Gutter bleeds: Live matter should be held 1/4" from each side of gutter on spreads to allow for bindery.

Need help? For material submissions, contact Vicki Markvart, traffic coordinator, at 800-548-1672 or e-mail questions to vmarkvart@leisurepublishing.com

DIGITAL SPECIFICATIONS

A COLOR PROOF MUST ACCOMPANY ANY FILE TYPE.

Preferred format:

PDF

Electronic Files:

Digital files may be supplied on CD or via email. Files must be MAC compatible formatted using the following software:

- Adobe InDesign CS3

Photographs:

- Scan at 300 dpi at actual size.
- Save as EPS.

Line Art:

- Scan at 1200 dpi and save as EPS.
- List file names, and all graphic files must be linked to document.
- Include a hard copy of your files for proofing.

General Information:

- All color **MUST** be CMYK, we do not print PMS or RGB.
- Include all **FONTS** (printer AND screen) with your document.
- No embedded or nested files.
- No TrueType fonts.
- No bleed ads.
- The publisher cannot be responsible for color quality on ads supplied without proper pre-press proofs.

Submissions may be emailed to:

vmarkvart@leisurepublishing.com

All PDF files must be professionally prepared using Acrobat Distiller. Please request prep specifications if you have questions.

Media Labeling Requirements:

- Advertiser Publication & Issue Date
- Agency Name, Address, Return Information for materials
- Contact Name & Phone
- A directory listing of contents of disk (files, images, fonts, etc.)

Accepted media:

- CD, DVD**
- E-mail** – 3 MB or smaller (vmarkvart@leisurepublishing.com)
- Internet** visit our Client File Upload area at: <http://owl.leisurepublishing.com>.