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Authorized by the Virginia Tourism Corporation as the Official Publisher of the...

Virginia is for Lovers

2010

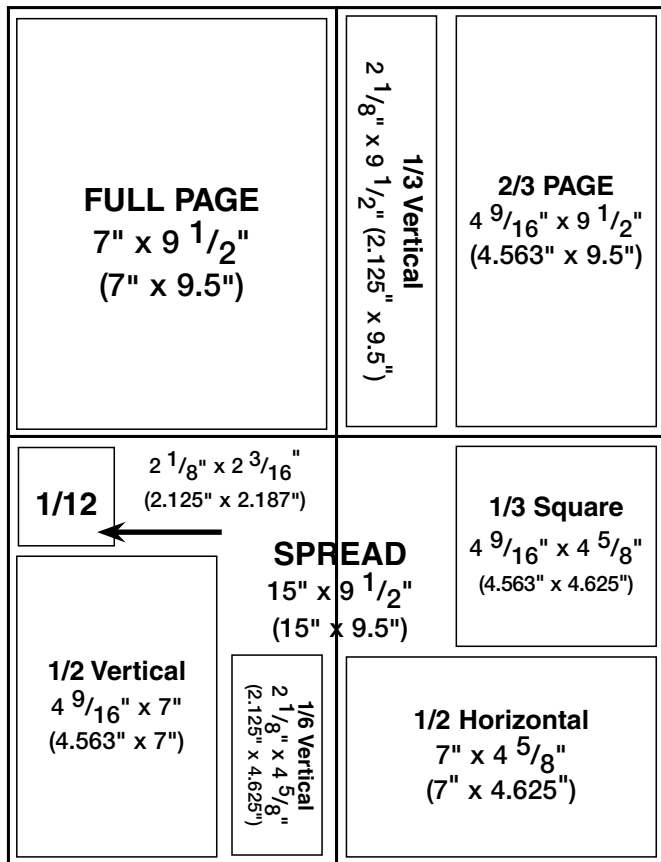
# Travel Guide

## PRODUCTION SPECIFICATIONS

### AD DIMENSIONS

Trim size is 8" wide x 10 1/2" deep

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



### DIGITAL SPECIFICATIONS

A COLOR PROOF MUST ACCOMPANY ANY FILE TYPE.

#### Acceptable file formats

##### PDF – Preferred format for file submissions.

- Acceptable file formats – MAC compatible files only.
- Software: Adobe Creative Suite used for ad creation.
- LPC recommends that PDF files be created using Acrobat Distiller. Version 3 is the earliest version of Distiller supported. Note: Exporting files directly from InDesign to PDF format, rather than through Acrobat Distiller may result in dropped or altered transparencies.
- If a PDF cannot be provided, an InDesign file may be submitted. All files must be linked to the document and follow general requirements (listed below). Ads created in Quark must be submitted as a PDF. Ads created in Microsoft Publisher, PowerPoint or similar processing programs are not supported.

##### General Requirements

- Ad submissions should be built and supplied at 100% of ad size, no rotations.
- Use only Type 1 postscript fonts, multiple master or truetype fonts are not acceptable.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Do not imbed ICC profiles within images.
- All images should be hi-res, 300 dpi; 72 dpi images from a web site are not acceptable. • Line art should be a minimum of 1200 dpi. All images should be scanned and placed at in document at 100%.
- All color must be supplied as process (CMYK). Any Pantone colors, spot colors or non – CMYK elements (logos, graphics) must be converted to CMYK. Any color not supplied as CMYK, will be overwritten and converted during direct to plate processing. Leisure assumes no responsibility for reproduction of color not supplied as CMYK.
- Line screen: 150
- Per SWOP standards, four-color solids should not exceed a density of 300%. Use of rich black (60% C and 100% K) is recommended. Any required image trapping should be included in submitted file.
- Limit length of files names, and do not include illegal characters such as colons, slashes, symbols (&, /, :, -#) in the file name.
- A proof should accompany all ad submissions for comparison to supplied file. A SWOP certified proof, complete with color bars should be submitted if there are concerns on color reproduction.
- Trim and bleed marks should be included on all files.

##### Media Labeling Requirements:

- Include advertiser name, publication, issue date
- Agency name and address, plus a contact name, phone number and email
- If submitting an application file on disk, include a directory listing contents of disk (files, images, fonts, etc.)

#### Bleed ads (full page only):

- Bleed size for a full page is 8 1/4" wide by 10 3/4" deep
- Bleed size for a spread is 16 1/4" wide by 10 3/4" 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.

#### Accepted media:

- CD
- E-mail – Files which are 3 MB or smaller may be emailed to: fsmith@leisurepublishing.com
- Internet - Larger files maybe uploaded to our client file upload site at: <http://owl.leisurepublishing.com/>

**Need help?** For material submissions, contact Felisha Smith, traffic coordinator, at 540-989-6138 or e-mail questions to fsmith@leisurepublishing.com

## Distiller Job Options:

### General

- Compatibility: Acrobat 3.0 (earliest version we support)
- Resolution: 2400

### Compression

- Compression for color and grayscale: JPEG maximum or ZIP
- Compression for monochrome: CCITT Group 4

### Fonts

- Embed all fonts
- Subset embedded fonts when percent of characters used is less than 100%.
- Base 14 fonts should be displayed
- There should be no fonts listed under Always Embed or Never Embed

### Color

- Adobe color settings: None
- Color management: Leave color unchanged
- Device dependent data: Preserve should be selected for all

### Advanced

- Check ONLY the boxes for: Save portable job ticket, Process DCS comments, Preserve EPS information, Preserve document information

**Prior to distilling your file be sure ALL colors and images in document are CMYK and the resolution is 300 dpi for photos and 1200 dpi for line art.**