

HONEST-to-GOODNESS INDIANA Est. 1816

2018 INDIANA GROUP TOUR PLANNER

Ad Spec Sheet

Please forward ad materials by 9/22/17
directly to: AdTraffic@PtmGroups.com
with a cc to: Ellen@PtmGroups.com

If you have questions
please contact Ellen Klesta,
Indiana Business Development Specialist
@ Ellen@PtmGroups.com or call
630.794.0696.



Ad Space Deadline: 9/15/17

Ad Materials Deadline: 9/22/17

Print Ad Specifications

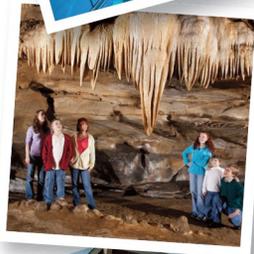


FULL PAGE	
non bleed	7.5 x 10
full bleed	8.625 x 11.125

HALF PAGE	
7.5 x 5	

1/3 PAGE	
2.375	x
4.75 x 5	10

1/6 PAGE	
2.375	x
4.875 x 2.375	4.875



Ad Sizes & Specs

Page Trim Size: 8.375 x 10.875

Bleed Size: 8.625 x 11.125

Paperwork and Proofs Required Sign up form or Insertion Order

- o Proof of ad (100% size)
- o Full Page & Spread Ads: Bleeds set for .125"

Acceptable File Formats

- o High Resolution PDF (w/fonts embedded) *preferred
- o Other Acceptable Formats (EPS, TIFF, JPG)

Macintosh / Windows/PC Users

- o Quark Express, InDesign, Adobe Illustrator, Adobe Photoshop
- o High Resolution PDF (w/fonts embedded) *preferred
- o All text/fonts converted to paths/outlines.

Graphics: CMYK or Grayscale

- o Photographic and raster images: 300dpi
- o Line Art: 1200dpi
- o Rotate, enlarge or reduce images in program of origin, NOT in Quark or InDesign

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