

PRINT

MECHANICAL REQUIREMENTS

Trim Size: 7.75" x 10.75"

Essential material must be kept .5" from all trim edges.

Bleed Ads must be kept 3/8" from gutter and trim edges.

Display Ads (W x D)	Non-Bleed	Bleed
2-page Spread	15 1/2" x 10 3/4"	15 3/4" x 11"
2-page Spread (gutter bleed only)		14 3/4" x 10"
Full Page	7" x 10"	8" x 11"
2/3 Page Vertical	4 1/2" x 10"	5 1/8" x 11"
1/2 Island	4 1/2" x 7 1/2"	
1/2 Vertical	3 1/4" x 10"	
1/2 Horizontal	7 x 4 3/4"	
1/3 Square	4 1/2" x 4 3/4"	
1/3 Vertical	2 1/4" x 10 1/4"	
1/4 Page	3 1/4" x 4 3/4"	

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DIGITAL AD SPECIFICATIONS

(Only electronic files accepted)

Platform: Macintosh or PC accepted

Media Accepted: PDF (Prepress high resolution), or Postscript files only

Embedded images: MINIMUM Resolution: 300 dpi for full color artwork or grayscale; 1200 dpi for Bitmap (B&W)/Line Art) Images and logos from Websites are NOT usable for print ads.

Color: color images should be saved in CMYK format unless a Pantone color is running. Please indicate all colors, including Pantone colors, on the checklist.

Proof: SWOP certified proofs for all ads must be provided. Contact production manager for list of recommended SWOP certified proofs. Penton Media, Inc. will not be held liable for the responsible of any ad submitted without a SWOP certified proof.

SENDING DISK FILES:

Attention: Denise Walde
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Instructions on creating or submitting electronic files: visit our website at www.PentonDigitalAds.com For further technical assistance call 1.800.321.7003

Storage: Penton Media, Inc. does not keep a copy of electronic files. Advertisers must retain the original copy.

LODGING HOSPITALITY

Ideas for Hotel Developers & Operators