

Advertising Specifications - Print

FOUR COLOR DISPLAY			
AD SIZE	BLEED AD SIZE*	TRIM SIZE	NON-BLEED SIZE
Spread**	16" x 10.75"	15.75" x 10.5"	14.875" x 10.0"
Full Page	8.125" x 10.75"	7.875" x 10.5"	7.0" x 10.0"
Back Cover	8.125" x 8.375"	7.875" x 8.125"	7.0" x 7.625"
2/3 Page Vertical	---	---	4.625" x 10.0"
1/2 Page Horizontal	---	---	7.0" x 4.875"
1/3 Page Square	---	---	4.625" x 4.875"
1/3 Page Vertical	---	---	2.25" x 10.0"

FOUR COLOR TRAVEL DIRECTORY	
AD SIZE	NON-BLEED SIZE
1/6 Page Vertical	2.125" x 4.625"
1/12 Page	2.125" x 2.0625"

MECHANICALS

Printing Process: Web Offset (Heatset)

Trim Size: 7.875" x 10.5"

Binding: Saddle-stitched (jogged to the head)

* For all bleed ads, create page layout document to Trim Size, then add .125" bleed to all four sides. It is highly recommended that all critical design, type and copy elements stay within the Live Area dimensions (.25" in from trim size on both top and bottom and .4375" in from trim on both sides) to ensure all pertinent information is within trim safe zone.

** For spread ads, create page layout document as two facing pages each sized at 7.875" x 10.5". Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed. Allow at least .25" safety at gutter of each page for design and type running across gutter. Indicate trim on furnished proof.

AAA Living Deadlines for Print and Digital

SCHEDULE				
ISSUE	FORMAT	SPACE	MATERIALS	IN HOME
Jan/Feb	complement to print	Oct 31	Nov 7	Jan 13
March/April	complement to print	Jan 2	Jan 9	Mar 16
May/June	complement to print	Mar 5	Mar 12	May 18
July	digital only	Apr 30	May 7	Jul 15
Sept/Oct	complement to print	Jul 2	Jul 9	Sept 14
November	digital only	Sept 3	Sept 10	Nov 15



Bleed ads available on full page ads and spreads only