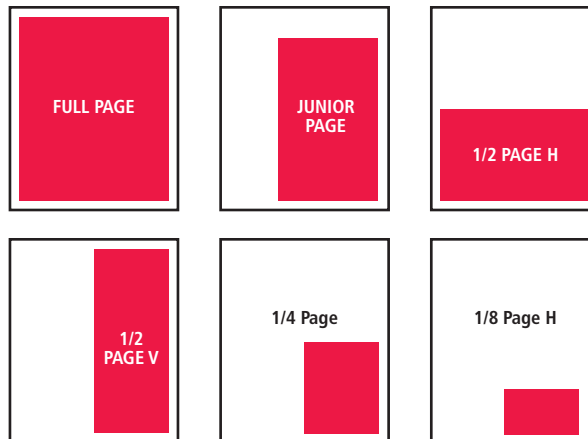


# AAA Traveler/Kentucky specs

AD SIZES	Width x Height
Full Page	9.5" x 12.25"
Junior Page	7" x 10"
1/2 Page Horizontal	9.5" x 5.75"
1/2 Page Vertical	4.617" x 12.25"
1/4 Page	4.617" x 5.75"
1/8 Page Horizontal	4.617" x 2.75"



## MACINTOSH SUPPORTED SOFTWARE

- PDF files **must be** version 1.3 (PDF/X-1a)
- QuarkXpress 8.5
- Creative Suite 5.0

## FONTS

- Always use real typeface. Do not use application to apply styles (i.e. bold, italic, outline, shadow, underline).
- Black type should be 100% black.

## FILE REQUIREMENTS

- High resolution of 300 dpi.
- LPI is 133.
- Maximum ink density is 280%.

## E-MAIL DELIVERY

- E-mail to: [ataylor@haMediaGroup.com](mailto:ataylor@haMediaGroup.com)

## UPLOAD INSTRUCTIONS

- Must be compressed or zipped.
- <http://ads.haMediaGroup.com>

## DISCLAIMER

- Any reflowing of text in layout because file was not ripped through a high-end output device, 600 dpi or above, will not be the responsibility of the magazine.
- White color is only available as a knock out.
- QR-Codes and Microsoft tags are accepted. QR Code should be 100% black and set to overprint. Background behind items must be white with minimum clear space of .125". Notification must be on insertion order and print instructions.

Complete advertising specifications can also be found at <http://www.haMediaGroup.com/specs>. For additional information call (402) 592-5000 ext. 294 or ext. 456.