

# AAA Southern Traveler specs

AD SIZES	Live Area (WxH)	Trim Size (WxH)	Bleed (WxH)
2 page spread	15" x 9.625"	15.75" x 10.5"	16" x 10.75"
Full Page	7" x 9.625"	7.875" x 10.5"	8.125" x 10.75"
2/3 Page with bleed	4.375" x 9.625"	5.125" x 10.5"	5.375" x 10.75"
2/3 Page without bleed	4.625" x 9.625"	—	—
1/2 Horizontal	7" x 4.75"	7.875" x 5.25"	8.125" x 5.5"
1/2 Vertical	4.625" x 7.187"	—	—
1/3 Square	4.625" x 4.75"	—	—
1/3 Vertical	2.25" x 9.625"	—	—
1/6 Horizontal	4.625" x 2.234"	—	—
1/6 Vertical	2.25" x 4.75"	—	—
1/12	2.25" x 2.234"	—	—

## TRAVEL DIRECTORY

1 Inch	2.25" x 1"	—	—
2 Inch	2.25" x 2"	—	—
4 Inch	2.25" x 4"	—	—

Travel Directory includes Reader Service, which runs in full circulation.

## MECHANICALS

Printing Process: Web Offset

Trim Size: 7.875" x 10.5"

Binding: Saddle-stitched (jogged to the head)

## 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 150.
- 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". Must be specially designated on the ad insertion order and in instructions when ad materials are submitted.

Complete advertising specifications can also be found at [www.haMediaGroup.com/specs](http://www.haMediaGroup.com/specs).

For additional information call (402) 592-5000 ext. 294 or ext. 456.

