

# 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 2.25"	—	—

## TRAVEL DIRECTORY

1 Inch	2.25" x 1"	—	—
2 Inch	2.25" x 2"	—	—
3 Inch	2.25" x 3"	—	—
4 Inch	2.25" x 4"	—	—

Travel Directory includes Reader Service and is only available in full circulation.

### MECHANICALS

Printing Process: Web Offset  
Trim Size: 7.875" x 10.5"  
Binding: Saddle-stitched

### MEDIA

- CD-ROM or DVD

### MACINTOSH SUPPORTED SOFTWARE

- QuarkXpress 7
- Adobe Photoshop CS3 (photos only)
- Adobe Illustrator CS3
- InDesign CS3

### FILES

- All elements in ad must be included with file.
- High resolution, between 266 and 300 dpi.
- Save as CMYK; eps, jpeg or tif.
- TIFF/IT files are not accepted.
- File compression with Stuffit or zip.

### PDF FILES

- PDF files are accepted.

### PROOF (Required for all ads)

- Kodak digital proofs
- Epsos
- Color laser (will work as a minimum)
- Press proof required with each ad. H&A Media Group shall not be held responsible for reproduction if no proof is provided.

### FONTS

- Use Postscript Type 1 fonts.
- Adobe Multiple Master Fonts, TrueType and Open Type fonts are not accepted.
- Send screen fonts, printer fonts and those included in eps files.
- Always use real typeface. Do not use application to apply styles (i.e. bold, italic, outline, shadow, underline).

### E-MAIL DELIVERY

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

### UPLOAD INSTRUCTIONS

- Must be compressed.
- <http://ads.hamedia.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.
- Ads not conforming to correct sizes will not be used.
- Extra charges may apply if materials are received in IBM software. Call for pricing.

Complete advertising specifications can also be found at <http://www.hamedia.com/specs>.

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

FULL PAGE

2/3 PAGE

1/2 PAGE H

1/2 PAGE V

1/3 PAGE S

1/3 PAGE V

1/6 PAGE V

1/6 PAGE H

1/12 PAGE