



DISPLAY & MENU AD SPECS

MOAB
& Southeast Utah
GUESTGUIDE®

ESTES PARK
VACATIONLAND

Acceptable Formats

High-res, CMYK PDF files, jpeg, tif, or eps files from Photoshop and eps files from Illustrator.

Make sure all fonts are in outlines if sending an Illustrator eps file.

Image Guidelines

- 300 dpi or more at 100%
- Color images must be CMYK TIFF or EPS
- Black and white line art should be 1200 dpi at 100%

Full Page Ads

- **Book Trim size:** 5.25" x 8.25"

- **Live area:** 4.375" x 7.5625"

Headlines, body copy, logos or other important graphic elements must remain inside **live area** to minimize any chance of information being trimmed off.

- **Bleed size:** 5.75" x 8.75"

This allows 1/4" bleed on all sides.

Submission of Materials

Email to: production@guestguidepublications.com

SEE PAGES 2 & 3 FOR SPECIFIC AD SPECS

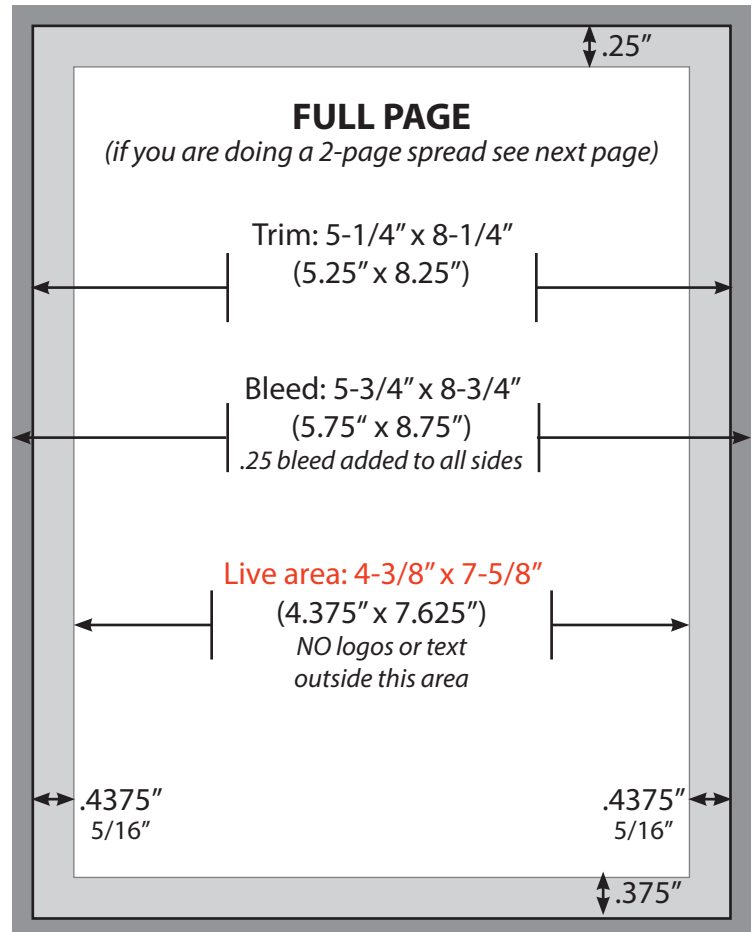
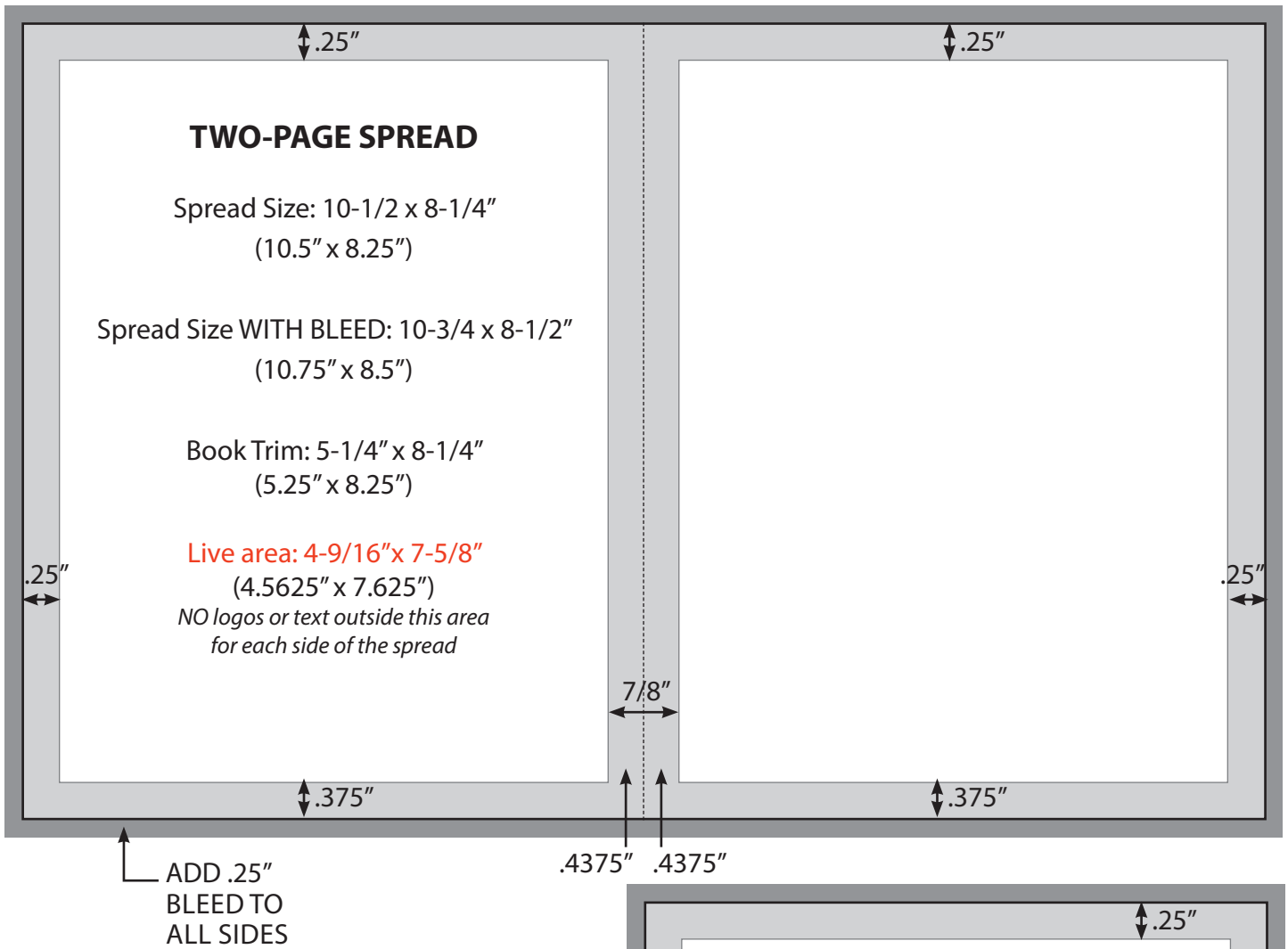
These books are bound by a process called "perfect bound". Because of this process the center of each spread takes up extra space and it is important to pay attention to the live area shown on page 2 when designing full page ads and 2 page spreads.

Additional Charges: GuestGuide will not be responsible for any artwork received from any agency. However, for the integrity of the book, if GuestGuide finds any mistakes in ads or if the ads are not received to the required specs and must be modified, the agency or your client will be charged \$35.00 for re-submissions and \$150.00 per hour for any work done by GuestGuide.

Please know our deadlines and have all materials to us on or before the date requested.

Late fees may be charged if materials are not in by the deadline.

If you have any questions about our deadlines or artwork please call **Susie at GuestGuide: 970-887-0776**



ATTENTION:
These Publications are Perfect Bound

These books are bound by a process called "perfect bound". Because of this process the center of each spread takes up extra space and it is important to pay attention to the live area shown on this page when designing full page ads and 2 page spreads.

1/2 PAGE Horizontal

4-7/16" x 3-11/16"
(4.4375" x 3.6875")

1/4 PAGE Horizontal

4-7/16" x 1-3/4"
(4.4375" x 1.75")

**1/2 PAGE
Vertical**

2-1/8" x 7-9/16"
(2.125" x 7.5625")

**1/4 PAGE
Vertical**

2-1/8" x 3-11/16"
(2.125" x 3.6875")

1/3 PAGE Horizontal

4-7/16" x 2-1/2"
(4.4375" x 2.5")