

Family Travel

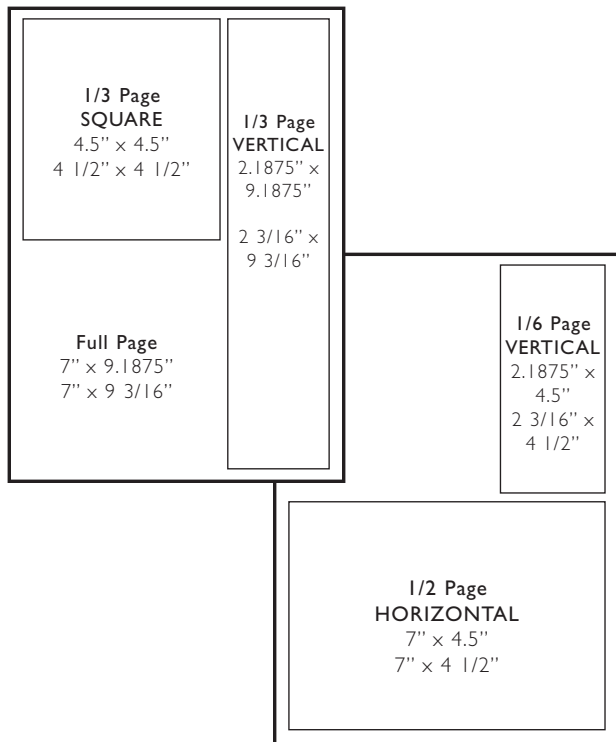
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Leisure Publishing Co.
P.O. Box 21535
3424 Brambleton Avenue
Roanoke, VA 24018
540/989-6138 | fax: 540/989-7603



PRODUCTION SPECIFICATIONS

AD DIMENSIONS



Trim Size: 8" X 10 1/2"
(No bleeds permitted on ads)

Sales Close: 12/15/06

Space is limited and may sell out before sales close.

All Materials Due By: 1/9/07

Bleed ads (full page only):

- Bleed size is 8 1/2" wide by 11 1/8" deep
- Keep live matter 1/2" from trim on top, bottom and sides.
- Gutter bleeds: Live matter should be held 1/4" from each side of gutter on spreads to allow for bindery.

Accepted media:

- Zip, CD, floppy disk, DVD
- E-mail – 3 MB or smaller
(fbradley@leisurepublishing.com)
- Internet visit our Client File Upload area at:
<http://www.leisurepublishing.com/uploads>.

Need help? For material submissions, contact Felicia Bradley, traffic coordinator, at 540-989-6138 or e-mail questions to fbradley@leisurepublishing.com

DIGITAL SPECIFICATIONS

A COLOR PROOF MUST ACCOMPANY ANY FILE TYPE.

Acceptable file formats (Mac compatible only.)

PDF —

Must be professionally prepared with Acrobat Distiller to our exact specifications for print (see back). Complete specs can be downloaded from www.leisurepublishing.com/pdf_specs.pdf

- The original application file, prior to distilling, must adhere to the specifications on this page.

QuarkXPress — (4.0, 5.0, 6.0)

- All graphic files must be linked to document.
- All elements must be placed at 100%.
- Do not nest EPS files in other EPS files.
- Do not check the spot color box in the color palette; colors must be CMYK.
- Do not rotate or crop images within Quark.

Fonts: All fonts (printer & screen) must be included.

- Only Postscript fonts will be accepted.
- We cannot accept TrueType fonts, multiple master fonts or menu-styled fonts.
- Do not combine fonts in a custom-made font suitcase... send each printer and screen font individually.

Adobe Illustrator —

- Fonts must be converted to outlines.
- Elements must be placed at 100%.
- All imported files must be embedded, not linked.
- Save file as a CMYK eps.

Adobe Photoshop —

- Rasterize all text.
- Resolution must be 300 dpi.
- Save file as CMYK; one-layer; TIF, JPEG or EPS.

Colors —

- We only accept CMYK.
- Make sure process is checked for all process color builds.
- We are NOT responsible for color on RGB or PMS files.

Photographs —

- Scan full size at 300 dpi; save as EPS or TIF. (72 dpi images from a website are NOT acceptable.)
- Color images must be converted to CMYK format; B&W should be grayscale or bitmap.
- We are NOT responsible for color on RGB or PMS files.

Line art —

- Scan full size at 1200 dpi; save as EPS or TIF.

Media Labeling Requirements:

- Advertiser Publication & Issue Date
- Agency Name, Address, Return Information for materials
- Contact Name & Phone
- A directory listing of contents of disk (files, images, fonts, etc.)