



# GroupTourMedia

Great tours begin here

## DIGITAL FILE SPECIFICATIONS



**AD DIMENSIONS** in inches, width x height. All ads must be built to these sizes. No floats.

<b>Full Page:</b>	<b>2/3 Vert:</b> 4.75 x 9.75	<b>3/4 Box:</b> 7.25 x 7.25
live: 7.25 x 9.75	<b>1/2 Vert:</b> 4.75 x 7.25	<b>1/2 Hor:</b> 7.25 x 4.75
trim: 8.375 x 10.75	<b>1/3 Vert:</b> 2.25 x 9.75	<b>1/3 Box:</b> 4.75 x 4.75
bleed: 8.875 x 11.375	<b>1/4 Vert:</b> 2.25 x 7.25	<b>1/4 Hor:</b> 7.25 x 2.25
Only full page ads may bleed.	<b>1/6 Vert:</b> 2.25 x 4.75	<b>1/6 Hor:</b> 4.75 x 2.25
		<b>1/12 Box:</b> 2.25 x 2.25

PREFERRED	ACCEPTABLE	NOT ACCEPTABLE	NOTES
<b>FILE FORMAT</b>			
Adobe PDF Photoshop TIF or EPS QuarkXpress 4.0 & above Macintosh format	Illustrator EPS Adobe InDesign Freehand Adobe Pagemaker	Microsoft Word Microsoft Publisher Corel Draw Microsoft PowerPoint Quark EPS JPG or GIF files Film, PMT, Laser, Fax	Files that do not meet these specifications will not be accepted. Files that require an unreasonable amount of rework may be subject to loss of discounts. We are not responsible for improperly built files. Do not use photo images in your document that are below 300 dpi @ 100% size.
<b>SUPPORTING GRAPHICS</b>			
<b>Photograph &amp; Raster:</b> TIF or EPS, 300 dpi @ 100% size <b>Line Art &amp; Logos:</b> TIF or EPS, 600-1,200 dpi @ 100%		JPG or GIF Low resolution files Internet images (72 dpi images)	Do not embed EPS or TIF files in Illustrator or Freehand using the "Place" or "Import" command.
<b>FONTS</b>			
Postscript Type 1 Fonts converted to Paths	Adobe Multiple Master TrueType	Quark styles Pagemaker styles	Convert fonts to paths or outlines when using Photoshop, Illustrator or Freehand. Include both Screen and Printer fonts with all other layout programs. Do not use key commands for type styles.
<b>COLOR</b>			
<b>4-COLOR:</b> Convert to <b>CMYK</b> process Convert Duotones to <b>CMYK</b> <b>BLACK PLUS ONE:*</b> <b>185 RED</b> (CMYK) or <b>CYAN</b>		RGB, SPOT color, LAB, INDEX color	*For "Black Plus One" ads, use only <u>Black and Cyan</u> or <u>Black and 185 Red</u> . All other colors will incur additional costs.
<b>DELIVERING YOUR AD</b>			
CD-R with hard-copy proof Zip disk with hard-copy proof	FTP upload**	We CANNOT accept ads via e-mail.	**To upload your ad, go to our Web site: <a href="http://www.GroupTourMedia.com/uploads">www.GroupTourMedia.com/uploads</a> .

### QUESTIONS?

Call our Design Department at 1-800-767-3489 or go to [www.GroupTourMedia.com/production](http://www.GroupTourMedia.com/production). Fax to 616-393-0085.  
Mail your CD/disk to Group Tour Media, 2465 112th Ave., Holland, MI 49424-9657