

Sweet Home Alabama

The Official Vacation Guide of the Alabama Tourism Department

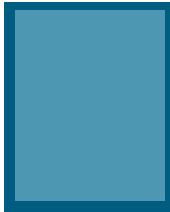


AD SPECIFICATIONS



Full Page Bleed

7.75" x 10.5"
with .125"
bleed & .375"
live area



Full Page Non-Bleed

6.75" x 9.5"



Two-Thirds Page, Vertical

4.4375" x 9.5"



Half Page, Horizontal

6.75" x
4.6875"



Third Page, Square

4.4375" x
4.6875"



Third Page, Vertical

2.125" x 9.5"



Sixth Page, Vertical

2.125" x
4.6875"



Twelfth Page, Vertical

2.125" x 2.25"



Twenty-Fourth Page, Horizontal

2.125" x
1.0625"



Two Page Spread

15.5" x 10.5"
with .125"
bleed & .375"
live area

All dimensions listed are in inches,
width then height

File Type:

- PDF/X-1a is the accepted format. *PDF must pass preflight inspection.
- We DO NOT accept Pagemaker, Corel Draw, Canva or Publisher files.

File Specs:

- All digital images must be CMYK and at least 300 dpi at 100%. Bitmapped images must be 600 dpi at 100%.
- Images intended to be faintly visible must comprise of at least 6% of each color.
- DO NOT use spot colors in either graphic or ad files.
- All fonts must be embedded.
- DO NOT include crop marks on PDFs.
- Our printers recommend using a one-color Black for QR codes.

Enhanced Listings:

Logo files should be supplied as .png or .tff with a transparent background.

File Submission:

Please send all ad files to the Materials Coordinator via email or Dropbox link.

PRODUCTION QUESTIONS:

Contact the Materials Coordinator at 251-967-7542 or email Materials@CompassMedia.com.