

## HANDBOOK ARTWORK GUIDELINES FOR ADVERTISERS

Please read the following specifications thoroughly. If an advertisement does not meet the specifications, clients will be given the opportunity to resupply, providing there is enough time. Although TMAC is committed to ensuring all advertisements are correctly printed, it cannot be held responsible for any errors that may occur as a result of advertisements that do not meet the specifications.

### TECHNICAL SPECIFICATIONS

(width) x (height)

#### Full page

Trim size 5.125" x 8.5" (live area - any text and image)  
Bleed size 5" x 8.375" (image to bleed off the page trim by 0.125" all around)  
Type area 4.875" x 8.25" (live elements such as type should be contained in this area, stay within 1/4" of each side)

#### Half-page (Horizontal - Directory Ad)

Trim size 5.125" x 4.25" (live area - any text and image)  
Bleed size 5" x 4.125" (image to bleed off the page trim by 0.125" all around)  
Type area 4.875" x 4" (live elements such as type should be contained in this area, stay within 1/4" of each side)

### ARTWORK REQUIREMENTS

Artwork should be supplied in any one of the following digital file formats:

- PDF – a press-optimized PDF file (Acrobat-generated) with all fonts and high-res images embedded. Full-page ads should have crop marks and bleed.
- JPG / EPS file not less than 300 dpi.
- Open files (Adobe CS3 or earlier: InDesign, Illustrator or Photoshop).
  - all fonts and linked images must be supplied
  - all text in vector graphics (illustrator-generated) must be converted to 'paths'
  - scanned images should be at 300 DPI at the final print size, and supplied in TIFF or EPS format in CMYK mode.

The directory is coil bound so please take this into account when making your ads. In addition:

- For ads on odd numbered pages the binding will be on the left and therefore any writing or images should take this into account. Please leave at least 0.5" for this adjustment. And vice versa for ads on even numbered pages.
- Odd numbered pages = inside back cover & tabs or middle pages are affected
- Even numbers pgs = inside front cover, tabs or middle pages & back cover are affected.

Please submit your artwork within 30 days of receiving your invoice or before **February 6**, whichever date is earlier.

Please provide hard-copy proofs of all ads supplied. If color accuracy is critical, it is essential that a Cromalin or Matchprint is supplied. Otherwise a black-and-white laser or fax will be accepted for content check.

### SUPPLYING ARTWORK

Artwork can be supplied via any one of the following methods:

**CD:** these should be mailed to:

TMAC, 55 St. Clair Avenue West, Suite 255, Toronto, ON, M4V 2Y7

**Email:** leya@travelmedia.ca Subject: TMAC 2010 Handbook Advertisement

### CONTACT INFORMATION

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