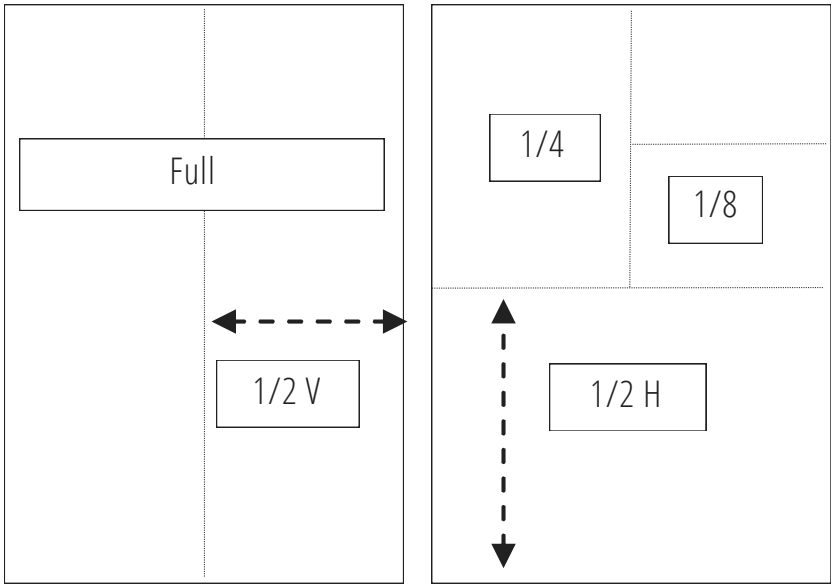
2024 CITR TRAVEL GUIDE AD MATERIAL SPECS

MATERIALS DUE : November 30, 2023



FULL PAGE
Trim size 8.375" w x 10.875" d
Non-bleed ad: 7.875" w x 10.375" d
Bleed ad: 8.875" w x 11.375" d

Keep "live matter" at least 1/2" from final trim. All bleed ads need to be pulled out 1/4"— all sides. Crop marks offset .125, or outside the bleed area.

1/2 PAGE
Horizontal: 7.875" w x 5.1875" d
Vertical: 3.9375" w x 10.375" d

1/4 PAGE
3.9375" w x 5.1875" d

1/8 PAGE
3.9375" w x 2.5875" d

AD DESIGN REMINDERS

- If a QR code is included in your ad, scan it with a mobile device to make sure it works properly and is not too small.
- Double check the facts in your ad before submitting it. For example, if your ad contains an event schedule, verify the dates. Type in the web address and call the phone number listed to make sure they are correct.

SEND AD MATERIALS TO:

CENTRAL IOWA TOURISM REGION
P.O. Box 454
Webster City, IA 50595
800-285-5842
ann@iowatourism.com

TECHNICAL INFO FOR CITR GUIDE ADVERTISING

SOFTWARE APPLICATIONS PREFERRED are InDesign, Photoshop, Illustrator – CS5 or above or Adobe PDF format.
Format: Macintosh.

SEND COLOR PROOF of the final, 100% – sized color digital ad file showing crop marks. Publisher is not liable for ads submitted without a hard copy proof.

LABEL all advertising material with your name, address, phone and email.

ALL FONTS must be PostScript fonts. No True Type or multiple master fonts. Do not use style attributes to get bold or italic type. Put fonts in a separate folder and label. **OR** you may outline all fonts.

MARGINS must be at least 1/4" inside the trim area.

IMAGES must be high resolution. Photos – CMYK, 300 dpi at print size. Logos and bitmap line art – CMYK, 1200 DPI at print size.

Website photos are not acceptable. High speed internet is faster with low resolution images. High quality printing requires high resolution images for excellent reproduction.

ACCEPTABLE FILE FORMATS include EPS, JPG, TIFF, or PDF. Make sure fonts are outlined and layers are flattened. Send native files along with final digital ad files.

PDF FILES need to be saved at 300 DPI press-optimized, CMYK with all fonts and images imbedded. Save single page PDFs only.

ALL COLORS MUST BE CMYK. No spot colors or RGB.

SENDING DIGITAL FILES. The maximum size for emailing digital files is usually 10 MB. Files exceeding size requirements can be uploaded to Dropbox or other file sharing program. Please contact CITR if you have questions.