

# PRINT ADVERTISING SPECIFICATIONS

2017 Issue Dates	Space Close	Materials Due	First Possible In-House Dates
Jan/Feb	11/4/16	11/11/16	12/30/16
Mar/Apr	1/6/17	1/13/17	2/24/17
May/June	3/3/17	3/10/17	4/21/17
July/Aug	5/5/17	5/12/17	6/23/17
Sept/Oct	7/7/17	7/14/17	8/25/17
Nov/Dec	9/1/17	9/8/17	10/20/17

RUN OF BOOK			
Full Page	8.25"W x 10.75"H	7.875"W x 10.5"H	-
Back Cover	8.25"W x 10.75"H	7.875"W x 10.5"H	-
Spreads	16.5"W x 10.75"H	15.75"W x 10.5"H	-
2/3 Page Vertical	-	-	4.5"W x 9.5"H
1/2 Page Horizontal	-	-	6.875"W x 4.625"H
1/2 Page Island	-	-	4.5"W x 7.125"H
1/3 Page Vertical	-	-	2.125"W x 9.5"H
1/3 Page Square	-	-	4.5"W x 4.625"H
1/6 Page Vertical	-	-	2.125"W x 4.625"H

Note: Live copy no less than .25" from trims

TRAVEL GUIDE	
6 Inch	2.125"W x 6"H
4 Inch	2.125"W x 4"H
3 Inch	2.125"W x 3"H
2 Inch	2.125"W x 2"H

## PRODUCTION SPECIFICATIONS

All ad submissions must be PDF/ X1a files. All fonts and images MUST be embedded. PDF files must contain only 4-color process images (CMYK). Please convert all RGB images and spot colors to CMYK. All images for ads should be color corrected and provided at or above our minimum resolution requirement of 300 dpi.

Ads will be accepted by e-mail, via FTP site, or on a disk. The first two methods are strongly preferred.

## SHIPPING INSTRUCTIONS

All materials and any production questions to:

Keith Kaiser  
 Managing Editor, *EnCompass*  
 4100 E. Arkansas Ave.  
 Denver, CO 80222  
 Tel: 303-753-8800 ext. 8207  
 E-mail: [kkaiser@colorado.aaa.com](mailto:kkaiser@colorado.aaa.com)

## FTP SITE INFORMATION

FTP IP: <ftp://74.202.170.8/>  
 Login Name: ad  
 Password: ad38967

1. Create a folder identified with issue date, publication, ad name Example: JF17\_EnCompass\_Hertz.
2. Stuff or zip the folder.
3. Place your folder in the ADVERTISERS folder on the FTP site.
4. Send confirmation e-mail to [kkaiser@colorado.aaa.com](mailto:kkaiser@colorado.aaa.com).

## DIGITAL AD SUPPLIED ON DISKS

Materials will be accepted on CD or DVD. See production specifications (left) for file requirements. Please include a hard copy color proof when sending your disk.

