



## Production Specifications

### Mechanical Requirements

*Vacations* is produced computer-to-plate, printed web offset, saddle-stitched, and has three columns to a page.

<b>Space</b>	<b>Live Area</b>	<b>Bleed</b>	<b>Trim</b>
Spread	15 1/2" x 10"	16 5/8" x 11 1/8"	16 3/8" x 10 7/8"
Page	7" x 10"	8 7/16" x 11 1/8"	8 3/16" x 10 7/8"
2/3 page	4 5/8" x 10"	5 3/8" x 11 1/8"	5 1/8" x 10 7/8"
1/2 page, H	7" x 5"	8 7/16" x 5 5/8"	8 3/16" x 5 7/16"
1/2 page, I	4 5/8" x 7"	5 3/8" x 7 5/8"	5 1/8" x 7 3/8"
1/2 page, V	3 1/2" x 10"		
1/3 page, V	2 1/4" x 10"		
1/3 page, S	4 5/8" x 4 7/8"		
1/6 page	2 1/4" x 4 7/8"		

\*Keep live matter and type 3/4" from gutter on both pages.

### Digital Specifications

Accepted media: CD, DVD, Email

#### **Software file formats supported:**

Layout: Quark Xpress 8, InDesign CS4

Image editing: Photoshop CS4

Illustration: Adobe Illustrator CS4

Press-Ready PDF files

Microsoft software is not supported, please DO NOT send Microsoft files.

Include all fonts, both screen and printer, used in the ad. Do not embed type. Do not use TrueType fonts. Include all graphics and original art incorporated in the ad. Images must be at least 300 dpi. Save images as CMYK or Grayscale. Convert RGB images to CMYK. Convert spot colors to CMYK. Include trapping. Use only EPS or Tiff files. JPEG is not supported.

InDesign files must be accompanied by a press-ready PDF. PDF files need to contain 1/8" bleed outside trim. Files should not contain RGB or spot colors.

Supply a SWOP-calibrated contract color proof at 100% of size with color bar. If a SWOP certified proof is not supplied, there may be a variance in the color reproduction of your ad. Send only files required for the current issue ad. Include trim, bleed and center marks in all separations. Keep all crop and register marks 1/4" outside magazine trim size. Publisher does not provide proofs of display ads. We do not return materials unless specified.

### Vacation Planning Guide Specifications

The Vacation Planning Guide ads are formatted in house and are available in three sizes: Plan AA, Plan A and Plan B.

**Plan AA:** Six ads per page. Advertiser sends a 4/C image and 75 words of copy.

**Plan A:** 12 ads per page. Advertiser sends a 4/C image and 30 words of copy.

**Plan B:** 24 ads per page. Advertiser sends a B&W image or logo and 30 words of copy.

Images and copy for the planning guide can be sent on disk to the address below, attention Dave Hart, or via E-mail to [materials@vacationsmagazine.com](mailto:materials@vacationsmagazine.com). Digital images are preferred. Images must be at least 300 dpi. Save images as CMYK or Grayscale. Convert RGB images to CMYK. Convert spot colors to CMYK. Include trapping. Use only EPS or TIFF files. JPEG is not supported. Publisher does not provide proofs of Vacation Planning Guide ads.

For more detailed specifications, contact Dave Hart at Vacation Publications, 713-974-6903.

#### **Send materials to:**

**Dave Hart**

**Vacations**

**5851 San Felipe St., Suite 500**

**Houston, TX 77057**

[materials@vacationsmagazine.com](mailto:materials@vacationsmagazine.com)

713-974-6903 o

713-978-6003 f