

# PRINT ADVERTISEMENT FILE SPECIFICATIONS

## FILE FORMAT:

Preferred format: Press quality PDF  
 Acceptable formats: Press quality .tif, .eps, .jpg  
*Native files such as InDesign or QuarkXPress are not accepted. All files must be CMYK.*

## FILE SUBMISSION:

Please email your file to: [printads@grouptour.com](mailto:printads@grouptour.com)  
 Large files: If your file is too large to email, please use a file transfer service such as Hightail, Dropbox or DropSend.  
*Hard copy proofs are not necessary. Files submitted are considered press-ready and will not be proofed back to the advertiser.*

## HELPFUL TIPS FOR CREATING AN OPTIMAL PRINT FILE:

### Resolution

- Photos should be 300 dpi at 100%.
- Line art (bitmap) images should be 1200 dpi.
- Do not enlarge images by more than 125% or reduce them by less than 25%.
- Be sure that all images used in your layout are in compliance with copyright requirements.

### Fonts

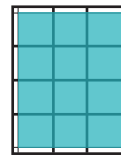
Convert fonts to outlines when applicable. Do not assign font attributes within the layout document (e.g.: using keystroke shortcuts for bold or italic).

### Dimensions, Bleeds, Crop Marks

- Build all ads to the exact dimensions.
- Bleeds are available on full page ads only.
- Bleeds must extend a minimum of 1/8 inch beyond the page trim.
- Keep all essential images and text a minimum of 1/4 inch inside the page trim to avoid being cropped off.
- Offset any crop marks, bleed marks, registration marks or color bars so they do not print within the image or bleed area.

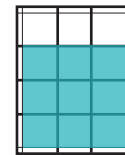
### Questions?

Call our design department at 800-767-3489, ext. 119.



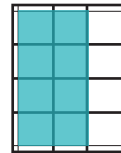
### Full Page

live: 7.25 x 9.75  
 trim: 8.375 x 10.75  
 bleed: .125 in.



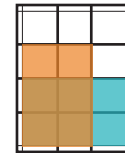
### 3/4 Box

7.25 x 7.25



### 2/3 Vertical

4.75 x 9.75



### 1/2 Horizontal

7.25 x 4.75



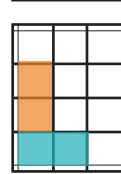
### 1/2 Vertical

4.75 x 7.25



### 1/4 Horizontal

7.25 x 2.25



### 1/4 Vertical

2.25 x 7.25



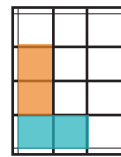
### 1/3 Box

4.75 x 4.75



### 1/3 Vertical

2.25 x 9.75



### 1/6 Horizontal

4.25 x 2.25



### 1/6 Vertical

2.25 x 4.75



### 1/12 Box

2.25 x 2.25

## Group Tour magazine deadlines

### Group Tour NE/MW

| Issue     | Space     | Artwork    |
|-----------|-----------|------------|
| March     | January 1 | January 15 |
| June      | April 1   | April 15   |
| September | July 1    | July 15    |
| December  | October 1 | October 15 |

### Group Tour SE/WE

| Issue    | Space       | Artwork      |
|----------|-------------|--------------|
| February | December 1  | December 15  |
| May      | March 1     | March 15     |
| August   | June 1      | June 15      |
| November | September 1 | September 15 |

## Student Group Tour deadlines

| Issue                   | Space      | Artwork    |
|-------------------------|------------|------------|
| April                   | February 1 | February 1 |
| August (Back to school) | June 1     | June 15    |
| December                | October 1  | October 15 |