

AD SIZES

THE GROUP TRAVEL LEADER

<p>Full Page</p> <p>Live Area: 10 x 13.25 Trim: 10.875 x 14 Bleed: 11.125 x 14.25</p>	<p>Half Page 4.906 x 13.25</p> <p>2/3 Jr. 4.906 x 10</p>	<p>1/2 Jr. 4.906 x 6.75</p> <p>1/3 Jr. 4.906 x 5</p> <p>Half Page 10 x 6.75</p>	<p>1/6 Jr. 4.906 x 2.5</p> <p>Jr. Page 7.453 x 10</p> <p>1/6 Jr. 2.359 X 5</p>
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BANK TRAVEL MANAGEMENT & TRAVELBOUND!

<p>Full Page</p> <p>(Bank Travel) Live Area: 7.5 x 10 Trim: 8.5 x 10.875 Bleed: 8.75 x 11.125</p> <p>(TravelBound!) Live Area: 7.5 x 10 Trim: 8.5 x 10.875 Bleed: 8.75 x 11.125</p>	<p>2/3 Page 4.906 x 10</p> <p>1/3 Page 2.359 X 10</p>	<p>1/3 Page 4.906 x 5</p> <p>1/2 Page 7.5 x 5</p>	<p>1/6 Page 4.906 x 2.5</p> <p>1/2 Page 4.906 x 6.75</p> <p>1/6 Jr. 2.359 X 5</p>
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GOING ON FAITH

<p>GOF Full Page</p> <p>Live Area: 10 x 12.125 Trim: 10.875 x 13 Bleed: 11.125 x 13.25</p>	<p>GOF Half Tab 4.906 x 12.125</p> <p>GOF 2/3 Jr. 4.906 x 9.75</p>	<p>GOF Jr. Page 7.453 x 9.75</p>	<p>GOF 1/2 Jr. 4.906 x 7.5</p> <p>1/6 Jr. 4.906 x 2.5</p> <p>1/3 Jr. 4.906 x 5</p>
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TRIM & BLEED SIZES

Only Full Page ads have the option to bleed

*All ads with bleeds must have an 1/8" bleed margins.

<p>GOF Half Tab 10 x 6</p>	<p>GOF 1/2 Jr. 7.453 x 5</p> <p>1/6 Jr. 2.359 X 5</p>
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AD REQUIREMENTS

File formats

ACCEPTABLE:

PDF x1a **created with Adobe Distiller**
Adobe InDesign
Photoshop (CMYK) eps or tiff
Illustrator (CMYK) eps

NOT ACCEPTABLE:

QuarkXPress* * Ads created in these applications may be submitted as Adobe Distiller PDF x1a files.
Adobe Pagemaker*
Microsoft Word , Microsoft Publisher or Microsoft Power Point
JPG and GIF files

Graphics

ACCEPTABLE: *

PDF*
Bitmap
EPS* or TIFF files (Please make sure that the Image box containing a TIFF image placed in Quark XPress has a white or 0% Black background specified, to prevent improper printing of the image)

NOT ACCEPTABLE:

JPG files
GIF files

Color

ACCEPTABLE:*

CMYK

NOT ACCEPTABLE:

RGB, Pantone, LAB, INDEX colors

* **IMPORTANT:** You must check to make sure that all PMS and RGB colors have been converted to process color in all files. (Check all files, especially the color palettes in any Illustrator files or Photoshop files for PMS or RGB colors) If a spot color or RGB format is used, it must be converted to CMYK process before submission. Files received with unacceptable colors will be converted by our production staff. This conversion may change the color appearance since CMYK process does not reproduce all colors exactly.

INCLUDE: A full color "hard copy" proof is important, so our staff will have an accurate standard for checking your electronic files.

COLOR NAMES: To assure color accuracy, please prefix all new color names with the advertiser's name or initials, ie. ACME Blue.

Fonts

ACCEPTABLE: *

All fonts converted to paths, outlines, boxes or embedded
Include all TrueType fonts used
Include all Post Script fonts used
Include all Adobe Multiple Master fonts used
(Include all printer and screen fonts.)

NOT ACCEPTABLE:

PC fonts **
Missing printer or screen fonts
Corrupted fonts
Combined Suitcase containing all job fonts
(This type of Suitcase causes conflicts and results in print errors.)

* **IMPORTANT:** If fonts are missing or if there are corrupted fonts, you will be asked to re-submit the ad correctly. We will not be held responsible for any text reflow problems due to the use of any font versions with the same name which may vary slightly from those used in our publications.

** **PC fonts:** All documents created on PC (Windows) computers must have their fonts embedded or converted to paths, otherwise the Macintosh equivalent of the PC font will be substituted. We will not be held responsible for any differences in the text flow of the ad.

Image Resolution

ACCEPTABLE:

300 dpi

Linescreen: All of our publications are printed at 150 lines per inch.

NOT ACCEPTABLE:

150dpi or 72 dpi (result in poor image quality)

File name

ACCEPTABLE:

File names should begin with the advertiser's name or initials/publication initials/date of issue.

Examples: Wylie_Coyote/GTL/June-2008 Acme_Resort/BTM/July-2008 Road_Runner/GOF/Aug-2008

(We may not be able to identify your file if it is only identified with our name.)

NOT ACCEPTABLE:

Files named with publication name ie. Group Travel Ad

Please review these requirements carefully so that we may reproduce your advertisement correctly.

Your ad will be checked for technical accuracy. You will then be advised if there are any problems so that you may correct them without additional charges. Be certain your graphic artist understands our requirements before submitting your art. If you have questions, call our graphic design staff at (888) 253-0455.

Please note: We will not issue makegoods for ads that are submitted incorrectly and require correction by our production department. It is our policy to make necessary corrections based on our published specs and to run the advertisement as agreed.

Insertion Orders: We require a signed insertion order for any advertisement. **Cancellations:** Any advertisement cancelled 15 days prior to the space deadline will be billed at the contract-cost of the ad. **Deadlines:** Advertisers who submit signed insertion orders accept responsibility for meeting all deadlines. Ad materials on file shall be kept for a period of 6 months. Your account manager will repeat your last ad on file when new ad materials are not received by deadline. **Billing:** Bills are rendered on day of publication. Terms are net 30 days. Advertisers who place advertising through an agency are ultimately liable for the cost of the ad should the agency default on payment.

Shipping: All orders and materials are subject to acceptance by The Group Travel Leader Inc. at its offices at :

301 East High Street, Lexington, KY 40507. (888) 253-0455
Materials received past published deadline will incur a \$50 late fee.