

# WHISTLER TRAVELLER

## MECHANICAL SPECIFICATIONS

It is the responsibility of the advertiser to notify us of any ad changes or intent to provide a new camera-ready ad prior to the publication deadline. If production materials or camera-ready ads do not arrive on time, publisher will automatically use the prior issue's ad for publication.

**FILE FORMAT:** PDF/X-1a  
(Microsoft Publisher files are not accepted)

**PDF FILES:** Only **PDF/X-1a:2001** files are accepted and must be 300 dpi, CMYK with fonts embedded.

**ELEMENT FORMATS:** EPS or TIFF files for all images, in CMYK mode (not RGB) at 300 dpi. Include all image links and fonts. Transparencies should be flattened. All fonts must be supplied. **Maximum ink density is 300 total.**

**DOCUMENT SIZE:** Ads not built to exact size will be returned to advertiser for resubmission or adjusted and charged accordingly. All full page bleed ads must include 1/8" bleed on head, face, and foot dimension. **Please avoid printing/press markings, or calibration bars. All crop marks should be outside trim/bleed area.**

Final trim size is 9"x 10.75" so your document size should be 9.25"x 11" for full page, bleed ad. **Safe Text Area: We require that you keep all text 1/4" inside the trim on all four sides.** Two page spreads should be built as two separate pages.

**Full page ad placement on covers require an additional 1/4 bleed all around. (Bleed: 0.375" on all sides)**

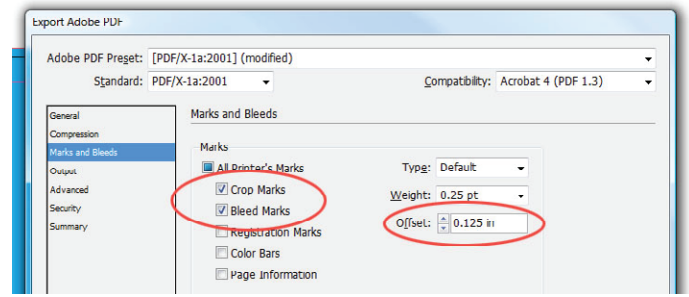
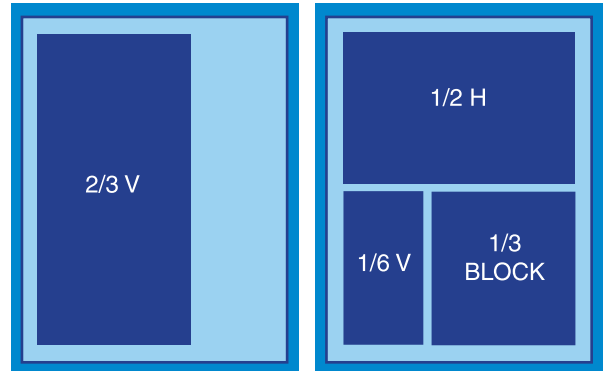
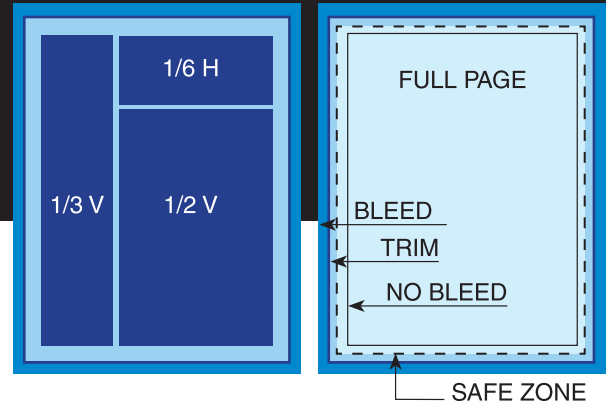
**MATERIAL DELIVERY:** All ads must be submitted through Whistler Traveller Ad Portal (instructions below).

**AD PORTAL:** <https://whistlertraveller.sendmyad.com>

- If first time user, please select "Create Account" button to create login.
- Once logged in, select "SendMyAd" button, then proceed to select Publication, Advertiser, Issue, Size and attach file.
- Once uploaded, please review soft proof and select "approve" when complete.

### CONTACT:

Denise Howell  
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Use the offset option when generating cropmarks for your PDF file. See image above.

### AD SIZES (W" X H")

Magazine trim size:	9" x 10.75"
Full page bleed:	9.25" x 11"
Full page non-bleed:	8" x 9.75"
2/3 page:	5.25" x 9.75"
1/2 page (horizontal):	8" x 4.8"
1/2 page (vertical):	5.25" x 7.2"
1/3 page: (block):	5.25" x 4.8"
1/3 page: (vertical):	2.5" x 9.75"
1/6 page: (horizontal):	5.25" x 2.4"
1/6 page: (vertical):	2.5" x 4.8"

Web Banner ad: 300 x 250 pixels  
(jpg, png, RGB file)