

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.

PRINTS ADS

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 all sides. **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 inside and outside covers require an additional 1/4 bleed all around. (Bleed: 0.375" on all sides)

WEB ADS

Please submit RGB/jpg file

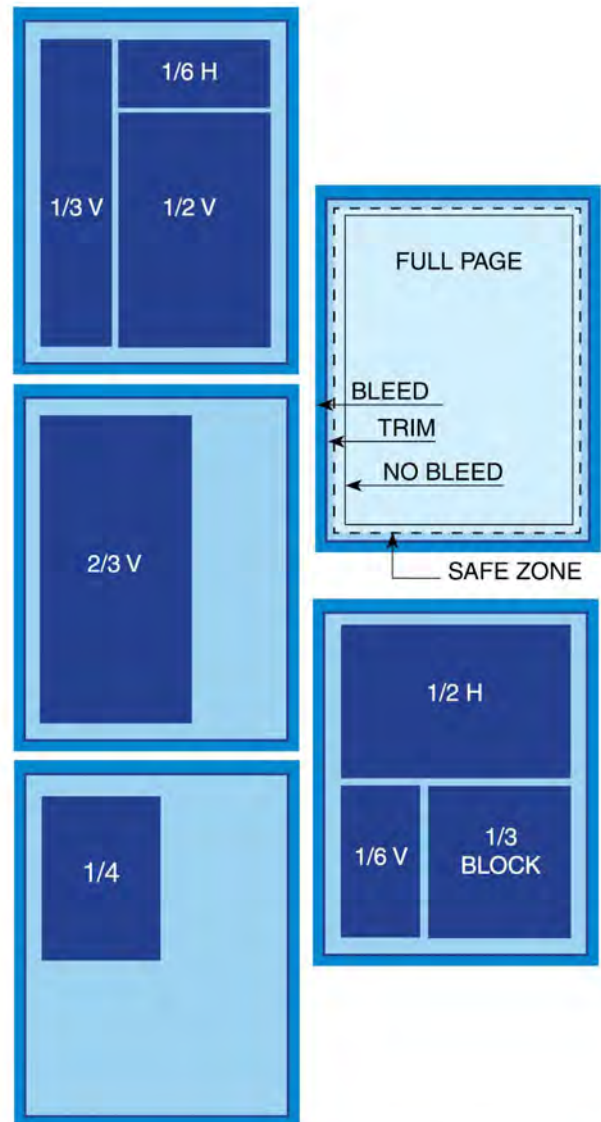
Dimensions: 300px(Width) X 250px(Height)

MATERIAL DELIVERY: Please send camera ready ads to jackie@whistlertraveller.com.

If your file is larger than 20MB, please contact us for FTP upload information.

If you have any questions, please contact us directly:

Jackie Rohde – jackie@whistlertraveller.com | 604.698.5800



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"
1/4 page (vertical)	3.85" x 4.8"
Web Banner ad: (jpg, png, RGB file)	300 x 250 pixels

NEW