

2012 Advertising Specifications

Register online at powwowonline.com



Mechanical Specifications

Official Program	Size (W" x H")*	Space Reservation (All Sizes)	Art Due (All Sizes)
Covers Pages (Trim size)	4 ⁵ / ₈ " x 9"	February 3, 2012	March 12, 2012
Covers Pages (Live area)	3 ⁷ / ₈ " x 8 ¹ / ₄ "		

Bleeds: Art may bleed on all four sides. Please extend art one-eighth inch beyond trim size on all sides to accommodate bleed. NOTE: book is spiral coil bound. Any art that goes beyond the live area of a page falls in the area that is drilled for spiral binding. Plan your photo or text placement accordingly.

Tab Separator Pages (Trim size)	4 ¹ / ₄ " x 9"	February 3, 2012	March 12, 2012
Tab Separator Pages (Live area)	3 ¹ / ₂ " x 8 ¹ / ₄ "		

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Text Page - Black and White only (Trim size)	4 ¹ / ₄ " x 9"	February 3, 2012	March 12, 2012
Text Page - Black and White only (Live area)	3 ¹ / ₂ " x 8 ¹ / ₄ "		

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Digital Files Acceptable formats:

Ads created in Microsoft Word cannot be accepted.

- High resolution Adobe PDF/X-1a (distilled at 300 dpi with all fonts embedded);
- QuarkXpress 7.3 or lower (including all supporting/placed art and Postscript Type 1 fonts);
- Adobe InDesign CS4 or lower (CS5 can be exported to InDesign Interchange ".inx" files);
- Adobe Illustrator CS4 or lower (saved with imbedded images and all fonts outlined); or
- Adobe Photoshop CS4 or lower (TIFF or EPS at a minimum of 300 dpi).

Placed Artwork & Scans:

Provide ads with vector-based logos and type when possible. If advertisement includes scanned full color or grayscale images, they must be at a minimum resolution of 300 dpi at 100%. All color art must be CMYK. All supporting graphics and images must be saved as tiff or eps files (no JPG, BMP, GIF).

Submitting Files

Ads may be submitted on CD, posted to a local FTP site or emailed. If posted to a local FTP site, please provide the proper login/download information to the email address below. U.S. Travel does not provide an FTP service. You may also use third party FTP services such as YouSendIt, with the download information sent to the email address below.

If emailed, all files, supporting art and fonts must be compressed, i.e. "stuffed" (using Aladdin Stuffit program) or "zipped" (Windows users). If ad is submitted on CD please include a composite laser of the ad at 100%. If ad is emailed, please include a PDF of your ad in addition to the original files in the email.

Be sure to include contact information with all submissions so that you can be reached in the event that there is a problem with the electronic files. Because of the lack of uniformity in email protocols, some ads may become corrupt in transit and may not be usable.

Submissions should be sent to Autumn Pusateri at apusateri@ustravel.org.