



SPREADS & BLEEDS: All live matter (copy, borders, etc.) must be at least 1/2" from the trim size and gutter.

	width"	height"
trim size	8.375	10.8125
two-page spread	17	11.0625
full-page w/bleed	8.625	11.0625
full-page float	7.375	9.75
1/2 horizontal	7.375	4.812
1/2 vertical	3.562	9.875
1/4 page	3.562	4.812
1/6 page	3.725	2.75

DISPLAY ADSTO BE PROVIDED DIGITALLY:

ACCEPTED FORMATS:

Macintosh Quark, Illustrator .eps (accepted only as .eps with fonts converted to outlines and all images embedded), Photoshop .tiff (must be 300dpi, CMYK), distilled PDFs accepted only using specific job options set by our printer. Do **NOT** export PDFs directly from InDesign or Quark. Please call or download job options from our website. All files **MUST** be CMYK.

ACCEPTED MEDIA:

Zip or CD only. We do not accept floppy disks or film. Email files under 10MB to ads@gopublicationsinc.com.

REQUIREMENTS:

All fonts and support files for Quark and InDesign files must be included. All photos must be 300dpi CMYK .tiffs. Line-art and type must be 1200dpi. Disks must be accompanied by a reputable color proof. *Go!* Publications, Inc. does not guarantee the quality or appearance of any ad that does not include a reputable color proof.

We return all zip disks and original art. Please include a return address.

Special section ads are produced by *Go!* Publications, Inc. free of charge (except the Business Class section). Please send a photo and copy as specified. **Photo:** Please provide a scanned file, slide, a larger transparency, or an original print. Horizontal fits format best. Photo can be in color or b&w. Photos provided as files must be professionally scanned at 300dpi and are accepted on Zip or CD or as an email attachment. **Copy:** For Travel, Dining, and Event Guides please provide 40 words. For Business Profiles, please provide 200 words. Email or fax accepted.

PLEASE CALL FOR FTP INFORMATION.

We will provide a proof for Special Section ads and ads we produce. We do not provide proofs for finished materials, or ads picked up from previous issues.

Failure to provide ad material by deadline will result in a \$50 late fee.

SEND MATERIALS AND PAYMENT:

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