

Travel Trade®

Celebrating 79 years of continuous publication

Cruise Trade/Home Based Trade Ad Size Specifications

NEWSPAPER EDITIONS

Standard Non-Bleed Sizes

Tab Page	10 ³ / ₈ " x 13.75"
Showcase Page	10 ³ / ₈ " x 13.75" (ad portion: 6.851" x 10")
Junior Page	6.851" x 10"
One-Third Page	2 ¹ / ₄ " x 10" or 4 ⁵ / ₈ " x 5"
Quarter Page	7" x 5" or 5" x 7" or 3.342" x 10"

Bleed Sizes

Full Page	
Live Area	10.375" x 13.25"
Trim	10.875" x 13.75"
Bleed	11.125" x 14"
Safety	.25" on all sides

Spread	
Live Area	21.25" x 13.25"
Trim	21.75" x 13.75"
Bleed	22" x 14"
Safety	.25" on all sides

Half Tab Page Spread	
Live Area	21 ¹ / ₄ " x 6 ¹ / ₂ "
Trim	21 ³ / ₄ " x 6 ³ / ₄ "
Bleed	22" x 6 ⁷ / ₈ "
Safety	.25" on all sides

Half Page	
Live Area	10 ³ / ₈ " x 6 ¹ / ₂ "
Trim	10 ⁷ / ₈ " x 6 ³ / ₄ "
Bleed	11 ¹ / ₈ " x 6 ⁷ / ₈ "
Safety	.25" on all sides

Junior Page Spread	
Live Area	14" x 10"
Trim	14" x 10.5"
Bleed	14" x 10.625"
Safety	.25" on all sides

Junior Half Spread	
Live Area	14" x 5"
Trim	14" x 5.5"
Bleed	14" x 5.625"
Safety	.25" on all sides

Online Ad specifications:

File should be a .jpg or .gif

- Only Graphic Banner Ads — No Forms, Etc.
 - 30K File Size Maximum
- Banner Size is 468 X 60 or 112 X 112 Pixels
- Graphic Files Must Be Stored On Our Servers

Standard Non-Bleed Sizes

Full Page	7" x 10"
Two Thirds Page	4 ⁷ / ₈ " x 10"
Half Page	7" x 5" or 5" x 7" or 3 ¹ / ₂ " x 10"
One-Third Page	2 ¹ / ₄ " x 10" or 4 ⁵ / ₈ " x 5"
Quarter Page	3 ¹ / ₂ " x 5" or 1 ⁵ / ₈ " x 10"

Full Page with Bleed		Spread	
Live Area	7" x 10"	Live Area	14 ¹ / ₄ " x 10"
Trim	7 ⁵ / ₈ " x 10 ⁷ / ₈ "	Trim	15 ⁵ / ₈ " x 10 ⁷ / ₈ "
Bleed	8 ⁷ / ₈ " x 11 ¹ / ₈ "	Bleed	16 ⁵ / ₈ " x 11 ¹ / ₈ "
Safety	¹ / ₄ " on all sides	Safety	¹ / ₄ " on all sides

Half Page Spread		Half Page (Horizontal)	
Live Area	14 ¹ / ₄ " x 5"	Live Area	7" x 5"
Trim	15 ⁵ / ₈ " x 5 ⁷ / ₈ "	Trim	7 ⁵ / ₈ " x 5 ⁷ / ₈ "
Bleed	16 ⁵ / ₈ " x 5 ⁷ / ₈ "	Bleed	8 ⁷ / ₈ " x 5 ⁷ / ₈ "
Safety	¹ / ₄ " on all sides	Safety	¹ / ₄ " on all sides

Half Page (Vertical)

Live Area	3 ¹ / ₂ " x 10"
Trim	3 ⁵ / ₈ " x 10 ⁷ / ₈ "
Bleed	4 ¹ / ₈ " x 11 ¹ / ₈ "
Safety	¹ / ₄ " on all sides

Responsibility Statement:

All advertising material is to be submitted two (2) weeks prior to the issue's publication date. Travel Trade can not be held responsible for color quality of ads received without a SWOP color proof. Ads are to be submitted via FTP site or via Mail on disk. NO ads are accepted via email.

Preferred Formats:

PDF X1-a — all color CMYK, all images at least 266 DPI, all fonts post script or converted to outlines.

Delivery:

FTP: 70.107.243.63

user name: ann

password: jac@123

When ads are uploaded to the ftp we need the file name emailed to us so we can retrieve the file. email: thambel@traveltrade.com

Proofs:

Color ads require a color proof, match print preferred; and black and white ads require a laser proof or similar. Color ads that are supplied without a color proof waive the right for color complaints.

Ship Material To:

Travel Trade Attn: Terry Hambel
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New York, NY 10168
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