

Ad Specifications

INTERNET:

MATERIAL DEADLINE: 25th of Month for 1st of Following Month Start.

Button ads are available in 3 sizes:
Square Button (120 x 120 pixels),
Vertical Banner (120 x 240 pixels)
and Skyscraper (120 x 600 pixels).

All must be 266 dpi and saved as a GIF, JPEG or TIFF.

Square
Button

120 x 120

4 per page

Skyscraper

120 x 600

Exclusive Ad
Position

NEWSLETTERS:

MATERIAL DEADLINE: Monday for Weekly Newsletter.

Newsletter buttons are available in the same sizes as Internet Ads. The same specifications apply.

Vertical
Banner

120 x 240

2 per page

MAPS (3.75" x 3.75" only):

3.75" x 3.75". Ads may be sent as TIFF, EPS, or high-resolution PDF files (CMYK, 266 dpi). Ads may also be sent as a Quark Xpress file. Include any support files, such as logos & images (CMYK, 266 dpi), all screen & printer fonts. When using Multiple Master fonts, the entire family of fonts must be included regardless of whether all versions are used in the ad. Please include a digital color proof of the ad.

SENDING ADS:

Email: Ads may be emailed to production@tripinfo.com. Larger files may need to be compressed.

Questions

Other file formats or any other questions? Call 770 825-0220 ext. 224, fax 770 825-0880, or email production@tripinfo.com.