

# RESORT Trades

Resort Professionals'  
Monthly News Journal



www.ResortTrades.com

## Quarter

5" W  
X  
6.9375" H

## HALF Horizontal

10.16" W  
X  
6.9375" H

## HALF Vertical

5" W  
X  
14.0625" H

## FULL

10.625" W  
X  
14.5" H



## Submission Options

Call: 931.484.8819  
Email to: [resort@thetrades.com](mailto:resort@thetrades.com)  
Mail to:  
The Trades Publishing Co.  
15 Our Way Drive  
Crossville, TN 38555

### Publication Size:

Super Tabloid (10.625"W x 14.5"H - trim size)

### Ad Sizes:

- Quarter = 5"W x 6.9375"H
- Half Horizontal = 10.16"W x 6.9375"H
- Half Vertical = 5"W x 14.0625"H
- Full = 10.625"W x 14.5"H

*Live area:* 10.16"W x 14.0625"H

(Margins: top 0.2813", bottom 0.1562",  
inside 0.165", outside 0.3")

*Bleed:* 11.125"W x 15"H (Full page only)  
0.25" top, bottom, inside, outside

### Paper:

Glossy wrap with bright white  
non-coated interior

### Resolution:

300 dpi minimum

### Printing Process:

Web Offset Heat Printing

### Fonts:

Postscript Level 1 and True Type - PC ONLY  
(convert to outlines for best results when possible)

### Labels:

Please label your files with your company  
name

### Digital Files:

PDF - (job options file is available upon request)

EPS or AI - Adobe Illustrator

(convert fonts to outlines)

INDD - Adobe Indesign (with images as separate files)

TIF or PSD - Adobe Photoshop

(layers intact when possible)

JPG - (with little to no compression)

ZIP - also available

Media CD-R *finalized* and CD-RW

# Mechanical Specifications