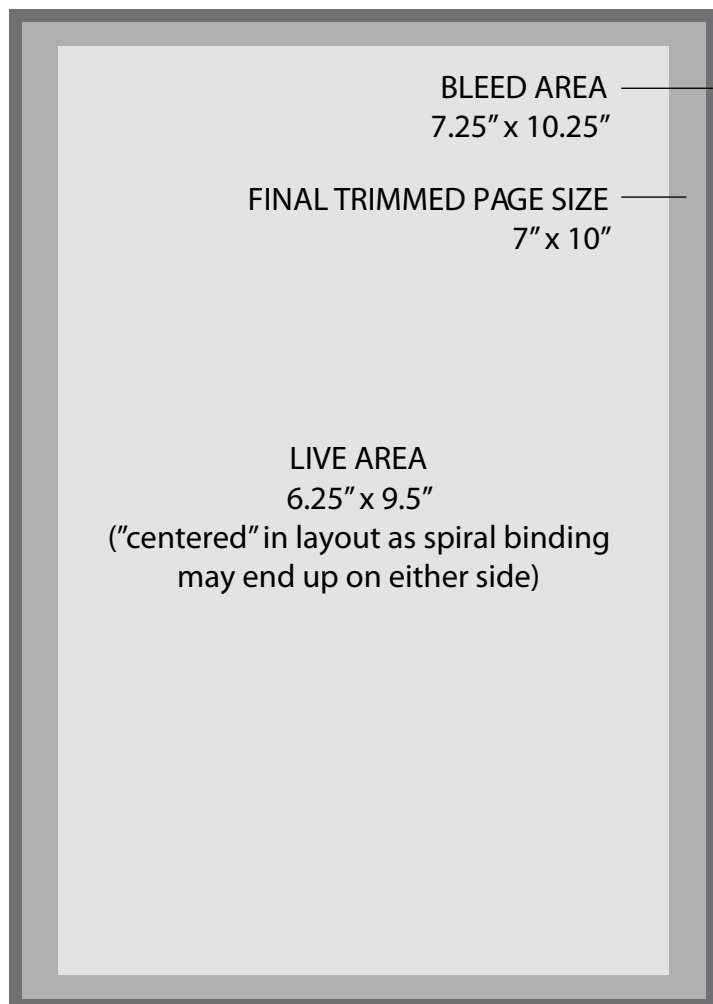




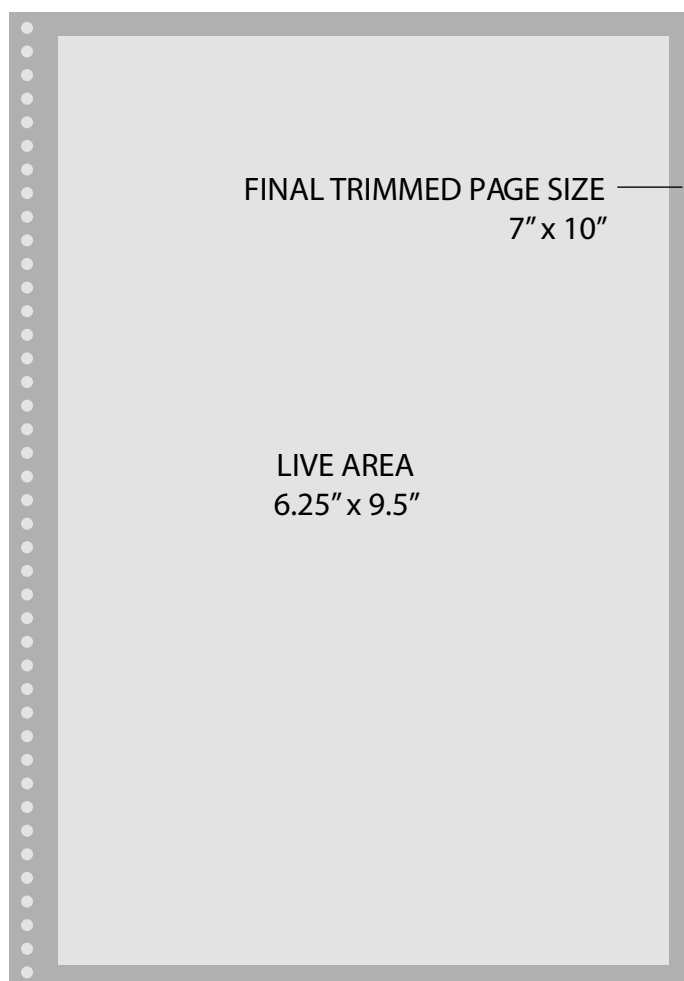
SHOW PROGRAM ADVERTISER MECHANICAL SPECIFICATIONS

FULL PAGE ADS ONLY:

FULL PAGE - FULL BLEED AD



FULL PAGE - NO BLEED AD





SHOW PROGRAM ADVERTISER MECHANICAL SPECIFICATIONS

GENERAL SPECIFICATIONS

Printing Method: Sheetfed Press
Binding: Spiral-Bound
Trim Size: 7"x10"
Ink: 4-Color Process and Greyscale (for ads)

ADVERTISING SUPPORT CONTACT

Eric Cooper
Travel Show Marketing Group
eric@travelsmg.com
925.337.2929

FILE PREPARATION

Acceptable File Formats:

Press-Optimized PDF*
Photoshop (.psd)
.Tiff
Illustrator (.ai) - fonts outlined
Illustrator (.eps) - fonts outlined

* If submitting PDFs, they should be Press-Optimized or PDF/x1-a, CMYK and all fonts embedded.
(No JPEGs or files created with Microsoft Applications)

Resolution:

Photos: 300ppi at 100% scale
Text/Lineart: 600ppi minimum

Color Mode: CMYK

Ink Limit: Total CMYK of 300%

Fonts: All fonts should be outlined in vector format

Type Size: 6pt. min. for san serif and 8pt. min. for serif (recommended)

DIGITAL FILE SUBMISSION

Ad Deadline: **April 10, 2026**

Ad File Upload URL: <https://spaces.hightail.com/uplink/TravelSMG>

Note: We can only accept "digital" submissions

WEBSITE BANNER AD SPECIFICATIONS

Size: 300x350 px
File Format: .jpg or .gif
File Size Limit: 200k
File Submission: Email to "upload@travelsmg.com"

300px x 350px