

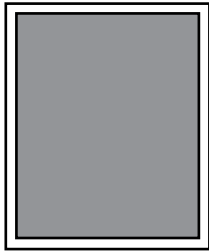
FULL PAGE BLEED

Leave 1" space between text/important graphics where they cross the gutter (or .5" on each side)

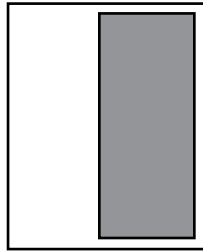


FULL PAGE BLEED

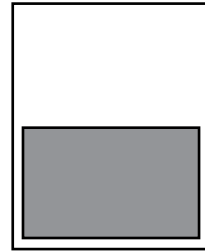
9.25 x 11.25
see full-page specs



FULL PAGE



1/2 PAGE VERTICAL



1/2 PAGE HORIZONTAL

BLEED SIZE:

(9.25X 11.25)

This section of your graphics will be trimmed off after printing.

TRIM SIZE:

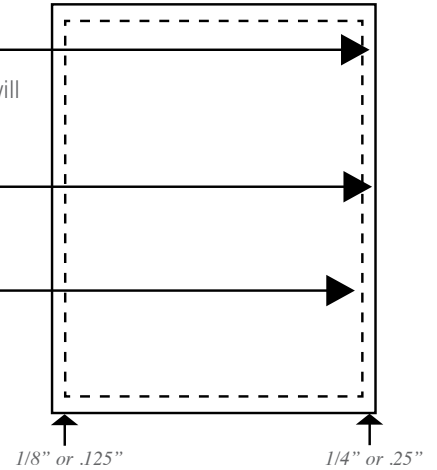
(9X10.875)

Actual edge of final paper.

SAFE SIZE:

(8.5X 10.375)

Absolutely no text, logos, or important parts of the photos beyond this line.



IMPORTANT:

Full page ads should be 9 x 10.875 with a .125 bleed. Any important information should be within the safe zone - .25 in from the trim line. Spreads should be saved as individual pdfs.

DISPLAY AD MATERIAL REQUIREMENTS

Advertisements must be submitted in a 300 DPI, print-ready PDF with 1/8" or .125" bleeds. (CMYK only, no RGB files) Files must be submitted as individual pages in separate pdf files. Any files that do not follow these guidelines will be rejected; any alterations made by DHM due to incorrect specifications will result in a charge of \$125 per hour to the advertiser. You can email the document to production@dallashotelmagazine.com or upload the file at www.dallashotelmagazine.com by selecting the "File Upload" tab. Please include your company's name in your file names.

ADVERTORIAL REQUIREMENTS

IMAGES: Minimum 300 DPI resolution. 4-Color/CMYK only; no RGB files. (Black: C 60%, M 40%, Y 0%, K 100%)

FONTS: Postscript only, no True Type accepted

COPY: Word files, spell-checked and proofed

RETURNED MATERIALS

Publisher will hold materials submitted by the advertiser for six months, unless advertiser specifically requests materials be returned and pays shipping costs. After that period, Publisher is no longer responsible for storing materials.

PRODUCTION CHARGES

Alterations, design, type color corrections and proof, if produced by Publisher, will be billed to the advertiser for \$125.00 per hour.

PHOTOGRAPHY CHARGES

Photography may be purchased through Dallas Hotel Magazine. Ask your sales representative for a quote.