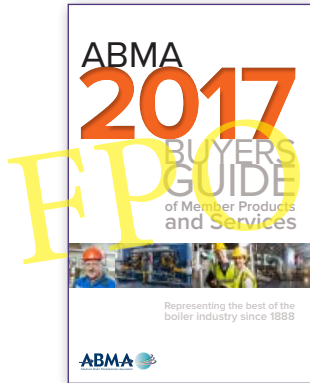


# ADVERTISING

## Digital Ad Requirements



### BUYERS GUIDE

#### ACCEPTED DIGITAL FORMATS:

- PDF files are preferred (CMYK, 300dpi with all fonts embedded).
- EPS, JPG, TIFF (CMYK, 300 dpi)

#### DIGITAL ART REQUIREMENTS:

- **Required DPI:** 300
- **Color:** All colors used must be build in CMYK process. PMS spot colors, RGB, ICC profiles, or LAB color will not be accepted.
- Please include crop and bleed marks (if used).

#### MATERIAL SUBMISSION:

- Please send electronic files to: [Alex@abma.com](mailto:Alex@abma.com)

#### BUYERS GUIDE AD SPECS:

**Trim Size:** 5.5 x 8.5 in

**Bleed Size:** 5.75 x 8.75 in (0.125 in on all sides)

**Live Area:** 4.75 x 7.75 in

(0.375" from trim all around, all ad copy should stay within Live Area)

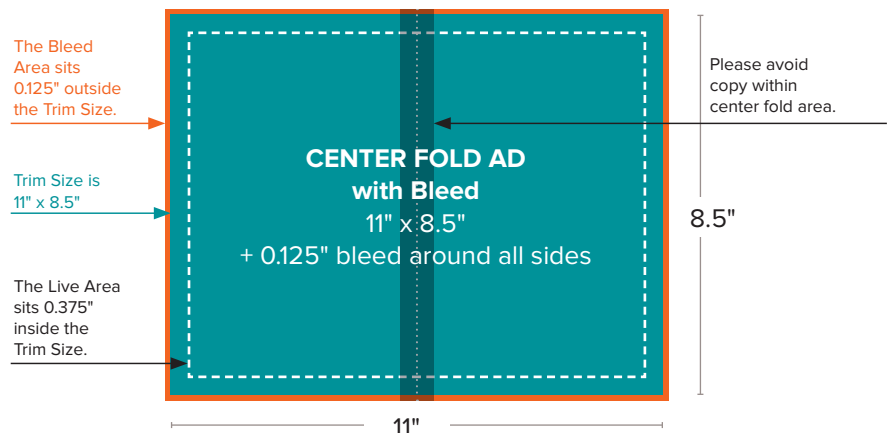
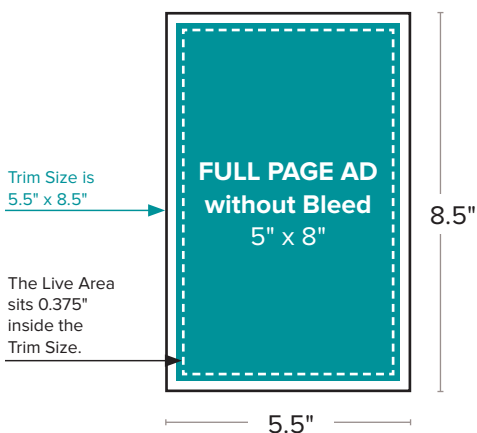
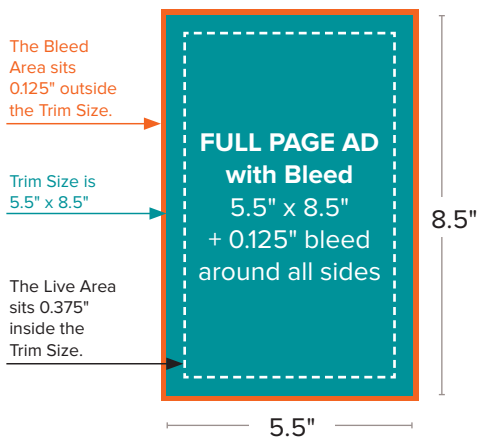
Center Fold, Back Cover, Inside Back Cover, and Inside Front

Cover Ads should be created as **with bleed** (5.5 x 8.5 inch plus

0.125 inch bleed on all sides for Full Page Ad and 11 x 8.5 inch plus

0.125 inch bleed on all sides for Center Fold Ad). **Full Page Ad without**

**bleed** should be 5 x 8 inch in size.



# ADVERTISING

## Digital Ad Requirements



### PASSPORT BOOK

#### ACCEPTED DIGITAL FORMATS:

- PDF files are preferred (CMYK, 300dpi with all fonts embedded).
- EPS, JPG, TIFF (CMYK, 300 dpi)

#### DIGITAL ART REQUIREMENTS:

- **Required DPI:** 300
- **Color:** All colors used must be build in CMYK process. PMS spot colors, RGB, ICC profiles, or LAB color will not be accepted.
- Please include crop and bleed marks (if used).

#### MATERIAL SUBMISSION:

- Please send electronic files to: [Alex@abma.com](mailto:Alex@abma.com)

#### BUYERS GUIDE AD SPECS:

**Trim Size:** 4 x 6 in

**Bleed Size:** 4.25 x 6.25 in (0.125 in on all sides)

**Live Area:** 4.75 x 7.75 in

(0.375" from trim all around, all ad copy should stay within Live Area)

Center Fold, Inside Back Cover, and Inside Front Cover Ads should be created as **with bleed** (4 x 6 inch plus 0.125 inch bleed on all sides for Full Page Ad and 8 x 6 inch plus 0.125 inch bleed on all sides for Center Fold Ad). **Full Page Ad without bleed** should be 3.5 x 5.5 inch in size.

