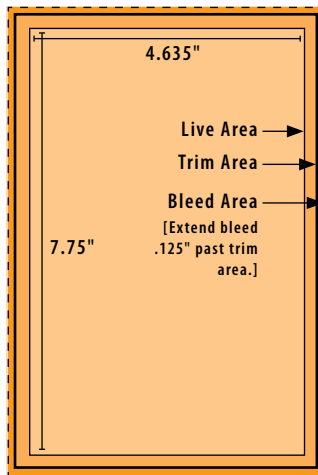
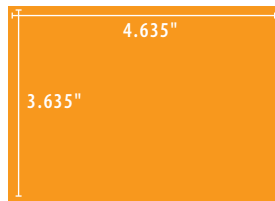


AD DIMENSIONS

Book trim size is 5.25" wide by 8.25" tall, with a **live area** of 4.635" wide by 7.75" tall. If design elements extend past the trim area, allow an additional .125" **bleed area** on all sides. For two-page spread ads, please allow at least .25" non-live area on both sides of the gutter (area running in to the spine of the book).



FULL PAGE
 Trim Size: 5.25"W x 8.25"H



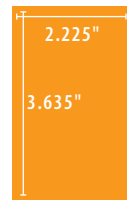
1/2 PAGE HORIZONTAL



1/2 PAGE VERTICAL



1/4 PAGE HORIZONTAL



1/4 PAGE VERTICAL



1/8 PAGE HORIZONTAL

CREATIVE SERVICES

If you prefer that we develop your ad using your direction, photographs and logo, the first two hours of creative services are free with every ad that is a half page or larger. Our in-house design team will produce a customized ad for your company that generates impact with **Get There! Guides** readers. The rate for additional hours of creative services is \$65 per hour. With half page or larger ads, you may also make use of the services of our in-house photographer for two hours of photography at your location. This service is included with your advertising contract. If you wish, you may purchase all photos taken during the location shoot, which will be delivered to you on CD-ROM, for \$250.

SUBMITTING ARTWORK

Digital artwork or photographs must be submitted in **JPEG, PDF, TIFF, EPS**, or native **Photoshop** or **Illustrator** format (we use Adobe CS2), with all **fonts converted to paths** or rasterized. Image resolution for photographs should be at least **300 ppi** (points per inch). Advertising files and listings can be sent via email: advertising@getthereguides.com

PRINT-READY ADS

Files must be supplied as **CMYK** color in **PDF, TIFF** or **EPS** format, with all **fonts converted to paths** and any placed images **embedded** in the file. Print-ready ads must comply with the size specifications listed here. Resolution for placed photographic images is **300 ppi** (points per inch). Logos and type elements are best supplied as fonts-converted vector graphics (PDF or EPS) for best results in print.