

# INSPIREDESIGN 2018 Specs **Publication Size: 9" x 10 7/8"**

**All Ads: Keep all live matter 1/4" away from trim edges.**

**SPREADS: 1/8" overlap for center bleed for both sides.  
Leave 1/2" total free for gutter**

## Width x Depth

### Tabloid Full Page BLEED

Live ..... 8 1/2" x 10 3/8" (8.5 x 10.375)  
Trim ..... 9" x 10 7/8" (9 x 10.875)  
Bleed ..... 9 1/4" x 11 1/8" (9.25 x 11.125)

Tabloid Full Page NON-BLEED ..... 8 1/2" x 10 3/8" (8.5 x 10.375)

### Horizontal Half Page BLEED

Live ..... 8 1/2" x 4 13/16" (8.5 x 4.8125)  
Trim ..... 9" x 5 5/16" (9 x 5.3125)  
Bleed ..... 9 1/4" x 5 9/16" (9.25 x 5.5625)

Horizontal Half Page NON-BLEED ..... 8 1/2" x 4 13/16" (8.5 x 4.8125)

## Width x Depth

### Tabloid Full Page Spread BLEED

Live ..... 17 1/2" x 10 3/8" (17.5 x 10.375)  
Trim ..... 18" x 10 7/8" (18 x 10.875)  
Bleed ..... 18 1/4" x 11 1/8" (18.25 x 11.125)

### Half Full Page Spread BLEED

Live ..... 17 1/2" x 4 13/16" (17.5 x 4.8125)  
Trim ..... 18" x 5 5/16" (18 x 5.3125)  
Bleed ..... 18 1/4" x 5 9/16" (18.25 x 5.5625)

## **ACCEPTABLE DIGITAL FILE FORMATS:**

The original ad layout document, fonts and images accompanied by PDF file.  
Preferred Applications: Adobe InDesign CC 2017.

Others: Adobe Illustrator CC 2017; Photoshop CC 2017; Adobe Acrobat Distiller DC.  
(Illustrator and Photoshop are not recommended for creating layout files.)

PDF format: Submitted ads should be in PDF or PDF/X1-A format prepared for press in CMYK with embedded fonts. Please contact Production for the .joboptions files that should be used when creating PDFs. PDF files can not be edited or altered in any way. Please include all native files, including supporting graphics and fonts.

## **COLOR SPECS:**

- All images, backgrounds & copy must be CMYK. Ads received in RGB format will be converted to CMYK. To avoid over-saturation, the combined value of CMYK values should not exceed 300%. (ie. C=100, M=100, Y=50, K=50)
- Save all files and images without ICC profiles.

## **ACCEPTABLE COLOR PROOFS:**

A valid supplied SWOP color proof that is representative of the ad is suggested. All supplied color proofs MUST meet SWOP specifications. Publisher is not responsible for color variation on press if ad is not accompanied by the proof.

## **IMAGE SPECS:**

- Photos should be 300dpi at their actual size, in CMYK.
- Set transparency flattener to at least 300 dpi where applicable:
  - 1200 dpi for Line Art. 300 dpi for Gradients.
  - Set the vector balance to 100% vector.
- Ad files with embedded images must be sent with original artwork to ensure trouble-free output of your files. Embedded files cannot be corrected or adjusted.

## **GENERAL SPECS:**

- Please include crop marks on all bleed ads.
- **IMPORTANT:** Label all documents and digital layout files with your advertiser's name and the publication issue date.
- All Digital files MUST be sent complete. If any files are incomplete you will be contacted. ICD Publications assumes no responsibility for files that are sent incorrectly.
- MACINTOSH platform preferred. ICD Publications is not responsible for the final outcome of digital files created on PC.

**PRODUCTION WORK:** If publisher performs production work to existing or new ads, then the rate will revert back to gross pricing. If any work needs to be done you will be contacted for your approval prior to processing. No Charge for publisher to create a PDF. All supplied ad materials will be held by publisher for a period of no longer than one year from the issue date in which the ad last ran. Thereafter, materials will be destroyed.

To send via E-mail:  
(for files 20 mb and less only)  
Attn: Diane Costanza  
DianeC@hotelbusiness.com

revised 12-11-17

To send via Internet Web Browser:  
(ID & password not needed)  
<http://ads.icdnet.com>  
ICD must be notified once ad has completed uploading.

Send digital ads on Disk:  
Attn: Diane Costanza  
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