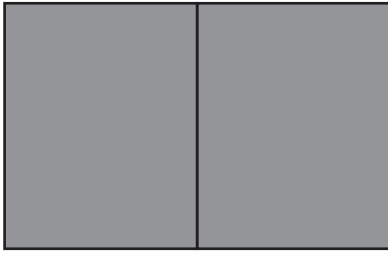


ADVERTISING SPECS



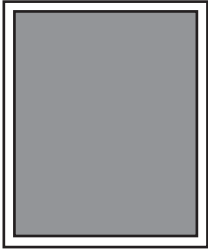
FULL PAGE BLEED

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

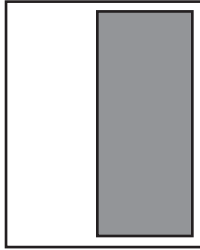


FULL PAGE BLEED

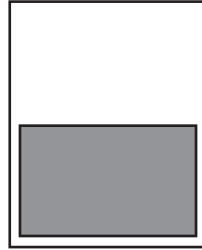
9.25" x 11.125"
see full-page specs



FULL PAGE
NON BLEED
8.395" x 10.33"



1/2 PAGE VERTICAL
3.9375" x 10.33"
non bleed



1/2 PAGE HORIZONTAL
8.395" x 5.047"
non bleed

BLEED SIZE
(9.25" X 11.125")

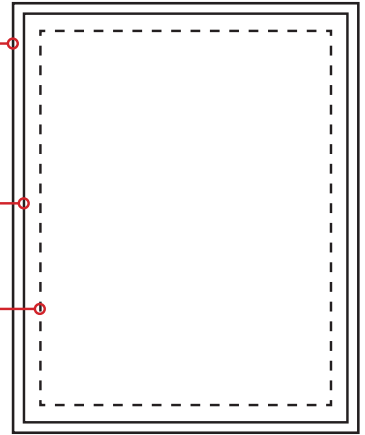
This section of your graphics will be trimmed off after printing.

TRIM SIZE
(9" X 10.875")

Actual edge of final paper.

SAFE AREA
(8.5" X 10.375")

Use .25" margins on all sides for bleed ads. 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 on ALL sides. Any important information should be within the safe zone -.25" in from the trim line. Spreads should be saved as individual PDFs.

FILE NAMING CONVENTION: To help us ensure your ad is trafficked properly, please follow this naming convention for your submitted PDFs.

Example:

DALLAS_Summer2013_AdvertiserName_LEFT.pdf

(City)

(Issue)

(side of double-page spread, if applicable)

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. (Rich black maximum: 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.