

## Digital Requirements for Display Ads

Include your contact information when submitting an ad.

### Images

Color or black and white images should have a resolution no less than 266 dpi (300 dpi is preferred). TIFF bitmap files should be 600, 800 or 1200 dpi (preferred). Images should not be scaled to less than 80% or more than 112%. Do not place layered files, JPGs or GIFs in ads. Please make sure all color images are CMYK.

### Fonts

Macintosh Postscript fonts only. We do not support IBM-based, CID, Open Type or True Type fonts.\*

### Page Margins

.375 inches top and bottom; .5 inches left and right.

Keep all essential text and design elements within live area.

**Note: 1/2 ads are always placed at bottom of editorial pages.**

**Bleeds left, bottom, and right only.**

### Color

CYMK. Spot, Pantone and RGB colors will be converted to CMYK. **Madden Media will bear no responsibility for any resultant color shift**

### File Formats

Supporting files with images and fonts used should be provided as well as your finalized ad file.

#### Quark XPress 6.5 or earlier, InDesign CS3 or earlier files

- Include all images and fonts (printer and screen) used

#### Illustrator CS3 or earlier, InDesign CS3 or earlier files (Saved or Exported as an EPS)

- Set Document Raster Effects to 300 dpi
- Embed all images
- Convert fonts to outlines
- Flatten transparencies
- Adobe Postscript: Language Level 3

#### Photoshop CS3 or earlier - Saved as TIFF or EPS

- Set Anti-aliasing to CRISP or better
- 300 dpi
- Flatten layers

PDFs are acceptable provided the source files conform to our mechanical specifications and are created with Acrobat Distiller 4.05 or higher. When distilling make sure OPI is not checked. Detailed PDF settings or Distiller job options will be provided upon request.\*

**We cannot accept Freehand, Corel Draw, Microsoft Publisher, or PageMaker files.**

### Proof

Hard copy of ads should be provided at time of submission. Color lasers and inkjet proofs will be used as a "guide for color" only. Black and white lasers and faxed printouts will be used for content only. **Madden Media is not responsible for accurate color reproduction for any advertisement supplied without a color proof in conformance with SWOP (Standards for Web Offset Printing).**

### Media

DVD, CD-ROM, ZIP Disks (100MB and 250MB). No media except ZIP Disks will be returned, unless requested.

Send all materials to c/o Ad Traffic/Digital Ready, **Madden Media**, 345 E. Toole Ave., Tucson, Arizona 85701. Ads may also be emailed directly to [ads@maddenmedia.com](mailto:ads@maddenmedia.com) or uploaded to our ftp site\* if followed by hard copy via mail or fax (please include a cover sheet).

### Other Considerations

- Crop marks/bleed: If you use crop marks to indicate bleed and trim, offset your crop marks enough to keep them out of the bleed by at least .125 inches.
- Ink Density: Ink density should not be greater than 280%.

### Accommodation Reviews, Formatted Ads, Course Reviews, Quick Guide:

All are produced in-house. Image and text requirements vary. Contact your Account Executive for more information.

**\* Call the Senior Ad Designer at 520-232-2629 for further information.**

### Send all advertising materials to:

Madden Media  
c/o Ad Traffic Dept./Digital Ready  
345 E. Toole Ave.  
Tucson, AZ 85701

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# Arizona Publications

**TUCSON HOME MAGAZINE, TUCSON GUIDE, VALLEY GUIDE,  
TUCSON GOLF GUIDE, PHOENIX GOLF GUIDE**

## MECHANICAL REQUIREMENTS

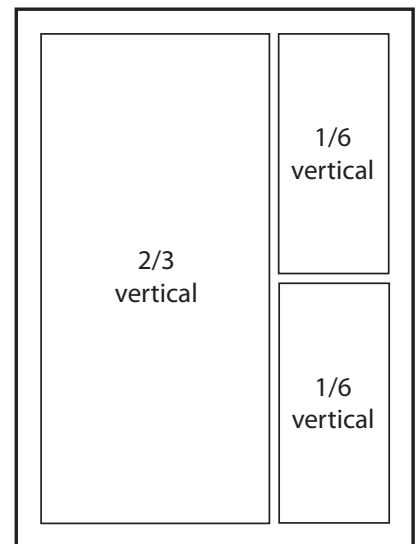
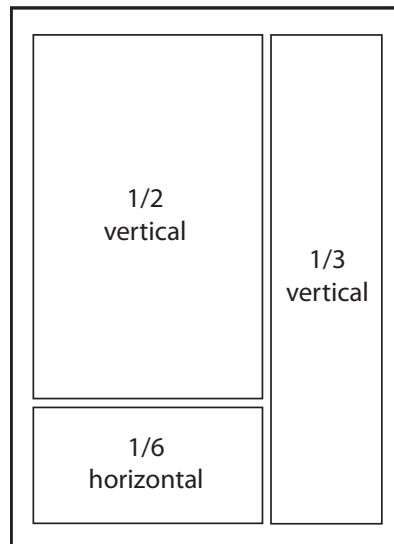
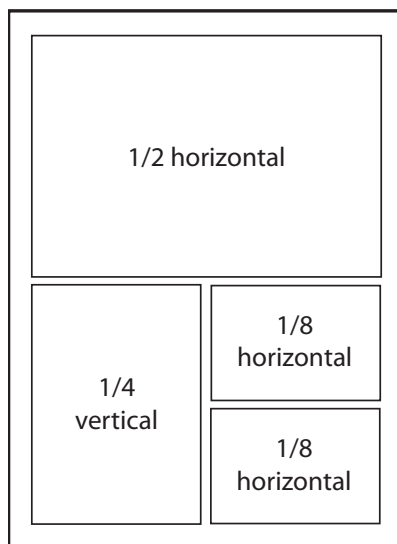
(width by height, in inches)

Ad Size	Non-Bleed	Full Bleed	Live Area	Final Trim
2 Page Spread (each page)	7.125 x 10	8.375 x 11	7.125 x 10	8.125 x 10.75
Full	7.125 x 10	8.375 x 11	7.125 x 10	8.125 x 10.75
2/3 (v)	4.6875 x 10	5.9375 x 11	4.6875 x 10	5.1875 x 10.75
1/2 (v)	4.6875 x 7.4375	N/A		
(h)	7.125 x 4.9375	8.375 x 5.4375	7.125 x 4.9375	8.125 x 5.3125
1/3 (v)	2.25 x 10	N/A		
(sq)	4.6875 x 4.9375	N/A		
1/6 (v)	2.25 x 4.9375	N/A		
(h)	4.6875 x 2.375	N/A		

## At Your Service/Around Town/VALLEY GUIDE

(width by height, in inches)

1/2 (h)	7.125 x 4.9375	N/A
1/4 (v)	3.5 x 4.9375	N/A
1/8 (h)	3.5 x 2.375	N/A



**MORE ▶**

# Arizona Publications

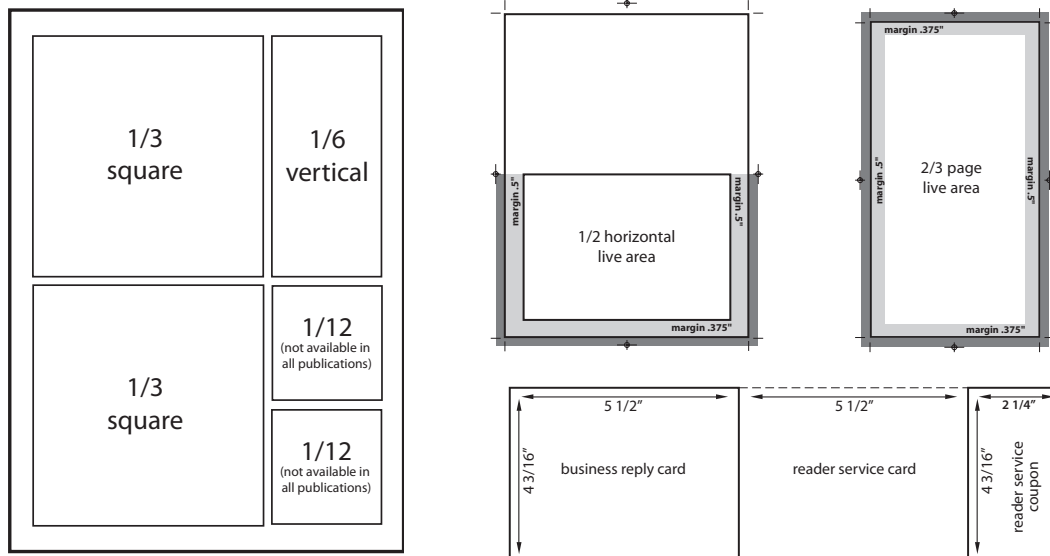
## TUCSON OFFICIAL DESTINATION GUIDE, OFFICIAL VISITORS GUIDE TO GREATER PHOENIX, GLENDALE OFFICIAL VISITORS GUIDE, ARIZONA OFFICIAL STATE VISITORS GUIDE

### MECHANICAL REQUIREMENTS

(width by height, in inches)

Ad Size	Non-Bleed	Full Bleed	Live Area	Final Trim
2 Page Spread (each page)	7.125 x 10	8.375 x 11	7.125 x 10	8.125 x 10.75
Full	7.125 x 10	8.375 x 11	7.125 x 10	8.125 x 10.75
2/3 (v)	4.6875 x 10	5.9375 x 11	4.6875 x 10	5.1875 x 10.75
1/2 (v)	4.6875 x 7.4375	N/A		
(h)	7.125 x 4.9375	8.375 x 5.4375	7.125 x 4.9375	8.125 x 5.3125
1/3 (v)	2.25 x 10	N/A		
(sq)	4.6875 x 4.9375	N/A		
**1/6 (v)	2.25 x 4.9375	N/A		
(h)	4.6875 x 2.375	N/A		
1/12 (sq)	2.25 x 2.375	N/A		
*Quick Guide 1/12	2.125 x 2.194	N/A		
*Quick Guide 1/24	2.125 x 1.097	N/A		
Busines Reply Card	5.5 x 4.1875			
Reader Service Coupon	2.25 x 4.1875			

\*Not available in POVG. \*\*Not available in AOSVG.



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## **PHOENIX DESTINATION PLANNING GUIDE FOR MEETING & TRAVEL PROFESSIONALS**

### **MECHANICAL REQUIREMENTS - Display Ads**

(width by height, in inches)

<b>Ad Size</b>	<b>Non-Bleed</b>	<b>Full Bleed</b>	<b>Live Area</b>	<b>Final Trim</b>
2 Page Spread (each page)	7.125 x 10	8.375 x 11	7.125 x 10	8.125 x 10.75
Full	7.125 x 10	8.375 x 11	7.125 x 10	8.125 x 10.75
1/2 (h)	7.125 x 4.9375	8.375 x 5.4375	7.125 x 4.9375	8.125 x 5.3125
1/4 (v)	3.5 x 4.9375	N/A		

Accommodation Reviews and Formatted Ads are produced in-house. Image and text requirements vary. Contact your Account Executive for more information.

## **TUCSON CITY MAP, PHOENIX AREA MAP**

### **MECHANICAL REQUIREMENTS**

(width by height, in inches)

<b>Display Panels</b>	<b>No Bleed Available for Maps</b>
Full	4.8125 x 7.8125
1/2 (h)	2.375 x 7
(v)	4.875 x 3.625
1/4 (v)	2.375 x 3.625
1/8	2.33 x 1.585
1/12 (h)	2.375 x 1