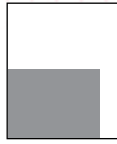


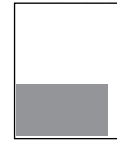
TABLOID SIZE AD DIMENSIONS - Weekly Issue; Power List; Travel Industry Survey



130" - Tabloid Spread
 Live/Non-bleed: 19.875"w X 12.9375"d
 Trim: 20.375"w X 13.4375"d
 Bleed: 20.625"w X 13.6875"d
 Allow for 1/8" gutter bleed on each side



26 column inch: Horizontal
 Non-bleed: 7"w X 6.5"d



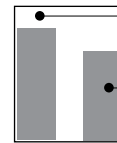
20" - Junior Half Page: Horizontal
 Non-bleed: 7"w X 5"d



65" - Tabloid Full Page
 Live/Non-bleed: 9.6875"w X 12.9375"d
 Trim: 10.1875"w X 13.4375"d
 Bleed: 10.4375"w X 13.6875"d



26 Column Inches: Vertical
 Non-bleed: 3.5"w X 12.4375"d



20" - Junior Half Page: Vertical
 Non-bleed: 3.5"w X 10"d

15" - Junior Third Page: Vertical
 Non-bleed: 3.5"w X 7.5"d



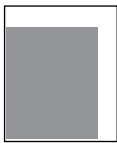
80" - Junior Spread
 Non-bleed:
 15.6875"w X 10"d



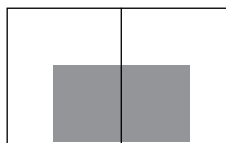
25 column inch: Horizontal
1/3 Tabloid Page
 Non-bleed: 9"w X 5"d



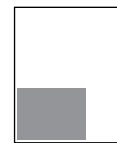
15" - Junior Third Page: Horizontal
 Non-bleed: 9"w X 3"d



40" - Junior Page
 Non-bleed only: 7"w X 10"d



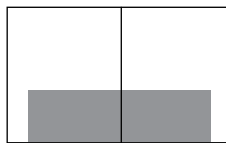
40" - Junior Half Spread: Island
 11.9375"w X 6.625"d



15" - Junior Third Page: Square
 Non-bleed: 5.25"w X 5"d



65" - Half Tabloid Spread
 Live/Non-bleed: 19.875"w x 6.5"d
 Trim: 20.375"w X 6.75"d (no bleed off top)
 Bleed: 20.625"w X 7"d (no bleed off top)



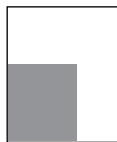
40" - Junior Half Spread: Horizontal
 15.6875"w X 5"d



10" - Junior Quarter Page: Strip
 Non-bleed: 9"w X 2"d



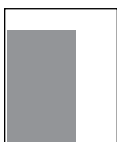
32.5" - Half Tabloid Page
 Live/Non-bleed: 9"w X 6.5"d
 Trim: 10.1875"w x 6.75"d (no bleed off top)
 Bleed: 10.4375"w X 7"d (no bleed off top)



20" - Junior Half Page: Island
 Non-bleed:
 5.25"w X 6.625"d



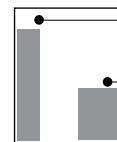
10" - Junior Quarter Page: Horizontal
 Non-bleed: 7"w X 2.5"d



30 Column Inches
 Non-bleed only: 5.25"w X 10"d



20" - Junior Half Page: Strip
 Non-bleed: 9"w X 4"d



10" - Junior Quarter Page: Vertical
 Non-bleed: 1.625"w X 10"d
10" - Junior Quarter Page: Square
 Non-bleed: 3.5"w X 5"d

MAGAZINE SIZE AD DIMENSIONS / SUPPLEMENTS - Advisor & PLUS series; USTOA Business Resource



Full Page Spread
 Live/Non-bleed: 15.5"w X 10"d
 Trim: 16"w X 10.5"d
 Bleed: 16.25"w X 10.75"d



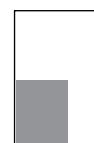
1/2 Page Spread: Horizontal
 Live/Non-bleed: 15.5"w X 4.875"d
 Trim: 16"w X 5.25"d
 Bleed: 16.25"w X 5.5"d



Full Page
 Live/Non-bleed: 7"w X 10"d
 Trim: 8"w X 10.5"d
 Bleed: 8.25"w X 10.75"d



1/2 Page: Horizontal
 Live/Non-bleed: 7"w X 4.875"d
 Trim: 8"w x 5.25"d
 Bleed: 8.25" w x 5.5" d



1/4 Page: Square
 Non-bleed: 3.5"w X 4.875"d
 (Only valid for USTOA Business Resource)

PRINT PRODUCTION REQUIREMENTS

Travel Weekly issues and most supplements are saddle-stitched. TW's World of Luxury and The USTOA Business Resource are perfect bound. Travel Weekly Newspaper is printed on 34# coated paper; Coverwraps / 60# coated paper; Magazine size sections / 60# coated paper. TW reserves the right to change paper on any project at any time.

Digital File Requirements

- PDF/X-1a with embedded fonts
- CMYK (No spot, RGB, or Lab color). Color formats other than CMYK will be converted to CMYK during our pre-press process.
- 300 dpi
- Filename maximum 20 characters; no special characters.
- File size must not exceed 20 MB.

Submitting Ad Materials

Submit your PDF file to the TW Ad Portal at this link-only PDF files are accepted:

www.travelweekly.com/adupload.aspx

Instructions for using the Ad Portal:

1. Fill in your contact information.
2. Select Section. wait for remaining fields to populate; Not sure what section to use? Contact us and we'll be happy to help.
3. Select the Issue Date. If your ad materials are to be picked up for additional issues please select the first insertion date and note additional issues in comments.
4. Select Ad Size.
5. Comments. If you are submitting one PDF file for a multiple-page insertion, be sure to confirm the order of pages in the comments field. If you are submitted a revised file, start the file name with REV and place a note in the comments field.
6. Selecting Your Ad File. Click "Browse" button and a "choose file" window will open. Locate your file on your hard drive, server, etc. Select the file and click "Open" to select it.
7. Uploading your file. Select "Upload and Done" if you are only uploading one ad file. To upload multiple ad files without having to reenter your contact info select "Upload and Add Another."
8. Confirmation. You will receive an email confirmation once your upload is complete and we will receive the same email confirmation to notify us that your ad has arrived. Make note of the confirmation number.

Ad Size

Build your ad to the exact ad size. Turn off crop marks. All live type and images must be kept 1/4" from trim. For bleed, be sure to use the bleed sizes that are 1/8" larger than trim on all bleed sides. When preparing spreads, allow for 1/8" gutter bleed on each side.

FONTS AND RULES

For effects such as bold or italic, select a bold or italic font. Do not "menu-style" your fonts. These styles may not have matching printer fonts available and may not print correctly. Avoid fine serifs on knockout type printing smaller than 8 points. Do not use 100% four-color type. Avoid hairline rules less than .007 inch or 1/2 point. Use only Type1 or Truetype Fonts.

IMAGE RESOLUTION

Continuous tone images should be set to an effective resolution greater than or equal to 300 dpi. If you place an image that is 300 dpi but scale it above 125%, the effective resolution changes to 214 dpi. For best results, place all images at or close to 100%. Total CMYK densities should not exceed 300 percent in the darkest areas of an image. Do not use JPEG compression.

PREFLIGHTING

The software used to process your digital ad will automatically convert RGB images to CMYK, fix hairline rules and fix total ink coverage issues (density). Please be sure to Pre-flight your file.

TW CONTACT LIST

- Lisa Gonzales 201-902-1927; • Gayle Graizzaro 201-902-1914;
- Michele Garth 201-902-1930
- Email address for questions and extensions only:
TWAdvertising@ntmlc.com **(Do not email ads!)**

FREQUENTLY ASKED QUESTIONS

DO I NEED TO SUPPLY A PROOF? Color proofs are no longer used on press. The printer uses a closed-loop color system to set the press to SWOP specifications.

CAN I CREATE AN ADVERTORIAL AD? TW is bound by federal law to ensure editorial and advertising are clearly marked to avoid confusing readers. The design of advertorial ads must in no way resemble the TW editorial format. It is expected that a unique design will be used. TW's Publisher and Editor in chief reserve the right to reject or request changes if an ad too closely resembles a TW editorial page. Contact production for full detailed guidelines.

CAN I SUBMIT MY AD AFTER THE DEADLINE? Late files may be subject to additional rush charges. Contact production for material extensions.

WILL YOU ACCEPT OTHER FILE FORMATS BESIDES PDF-X1A? Files not created to TW specifications are subject to additional processing charges. Minimum processing charge is \$50. Additional processing charges are billed at \$100 per hour.

CAN I SUBMIT MY NATIVE FILES? Files not created to TW specifications are subject to additional processing. The minimum charge to process a Native file is \$100.

CAN I UPLOAD DIRECTLY TO THE TW FTP SITE? We prefer for you to upload via the TW Ad portal but you can upload directly to the TW FTP site. Contact production at TWadvertising@ntmlc.com for FTP site address.

CAN I USE SPOT COLOR, DUOTONES OR RGB IMAGES? All CMYK, RGB, spot color, and duotones will be converted to CMYK automatically. Please be sure to Pre-flight your file. Spot/PMS colors can be used if purchased in advance.

WHAT IS A CONTINUOUS TONE IMAGE? Continuous tone images are images that have a virtually unlimited range of color or shades of gray. Photographs are continuous-tone images.

DO YOU CHECK MY FILE FOR ERRORS? We use pre-flight software that checks to see if the file is printable. TW is not responsible for errors such as low-resolution images (under 300 dpi), RGB images, missing fonts, missing images, etc. It is highly recommended that you pre-flight your work.

WHY PREFLIGHT MY FILE? Preflighting ensures that the PDF file you create is print-ready and allows you to catch errors such as RGB images, missing fonts, missing images. There are several software companies such as Enfocus, Markzware and Callas that offer preflight software packages.

WHAT PROGRAMS DO I USE TO CREATE MY FILE? You can use several products to create your native ad file but the file must be converted to a PDF-x1a.

CAN YOU HELP ME CREATE THE PDF? TW is not a service bureau. There are some Internet based companies that will prepare ads to the correct specifications for a fee.

CAN I CREATE MY FILES ON A MAC OR PC? Both platforms work fine as long as the ad is created to TW specifications.

CAN YOU MAKE CHANGES TO MY FILE? We prefer for you to make changes and upload a new file. The specified file formats are not to be edited. If you cannot provide a new file, you will be charged for any changes we process. Minimum processing charge is \$50. Additional processing charges are billed at \$100 per hour.

TRAPPING Do not trap your file. The file will be trapped according to printer specifications during the prepress stage