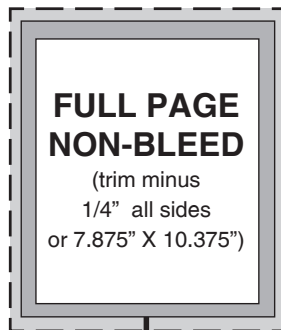


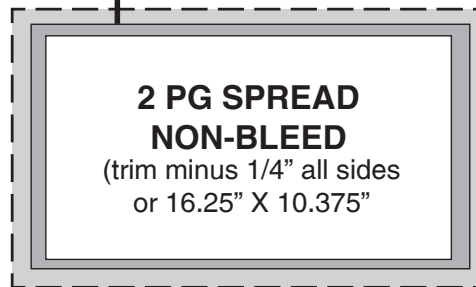
DIMENSIONS FOR THE SUMMER WISCONSIN TRAVEL GUIDE

Book Trim Size 8.375" x 10.875"



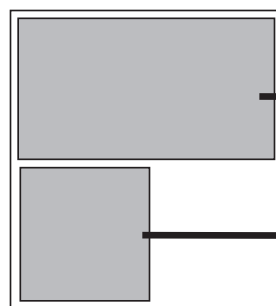
Full Page w/ Bleed
Trim plus .125" all sides or
8.625" x 11.125"
★ Live copy should remain
1/4" in from
trim marks

TRIM



2 PG SPREAD W/BLEED (trim plus .125"- all sides or 17" x 11.125")
★ Live copy should remain
1/4" in from trim marks

For TWO PAGE SPREADS, live matter should be held 1/4" each side of fold and any copy crossing should have fold fall between letters.



1/2 PAGE
7.875" x 5"

1/4 PAGE
3.875" x 5"

Attraction Photo & Lineage: Photo Size 1.813" x 1.375"

Accommodation Photo & Lineage: Photo size
(Horizontal - 2.375" (w) x 1" (h) (Vertical 1" (w) x 2.375" (h)

* **Photos** submitted on disk **must be high-resolution (300 dpi).**

Note: Images saved off web sites are generally low-resolution (72 dpi)...this is not suitable for quality print.

*Please contact your
sales representative for
CO-OP AD DIMENSIONS*