

VISIT MILWAUKEE ADVERTISING SPECIFICATIONS



OFFICIAL VISITORS GUIDE

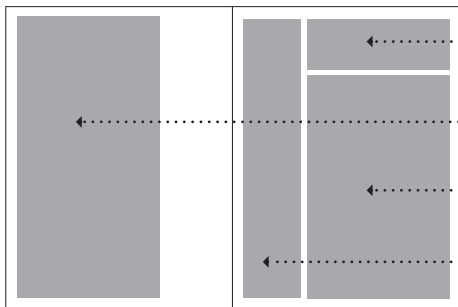


FULL PAGE BLEED 8.375" x 11.125"
Trim 8.125" x 10.875"

Keep live matter $\frac{3}{8}$ " from final trim size: top, bottom and sides. On bleed spreads, keep live matter $\frac{1}{8}$ " from the gutter.



FULL PAGE NON-BLEED 7.125" x 9.75"

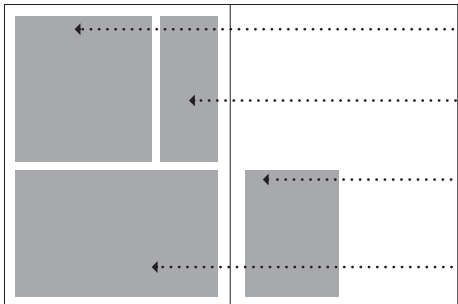


1/6 HORIZONTAL 4.694" x 2.31"

2/3 VERTICAL 4.694" x 9.75"

1/2 VERTICAL 4.694" x 7.268"

1/3 VERTICAL 2.26" x 9.75"



1/3 HORIZONTAL 4.694" x 4.79"

1/6 VERTICAL 2.26" x 4.79"

1/4 VERTICAL 3.485" x 4.79"

1/2 HORIZONTAL 7.125" x 4.79"



PLEASE SEND AD MATERIALS

TO BILL PRANGE:

bprange@milwaukee.org

PRINT SPECIFICATIONS

Please provide press quality PDF files (PDF/X-1A is preferred). PDF files should contain only 4-color process images (CMYK), RGB or spot colors will not be accepted. All images should be at or above minimum resolutions of 266 dpi.