

# Ad Rates

Full Color	1X	3X	6X
Full Page	1500	1380	1000
2/3 Page	1250	1050	975
1/2 Page	1000	850	725
1/3 Page	750	600	550

Black & White	1X	3X	6X
Full Page	1300	1180	800
2/3 Page	1150	980	715
1/2 Page	1000	825	600
1/3 Page	815	680	495

## Special Positioning:

Back Cover (Min 3X)	1750
Page 2, Page 3 (Min 3X)	1500
Center Spread (15.875" x 9.8125")	2400

# Mechanical Specs

## PREFERRED MATERIAL

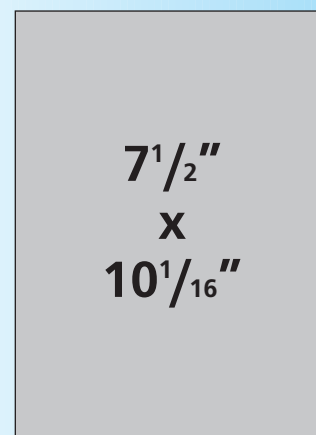
- **Publication Size:** Letter (8 3/8" x 10 7/8")
- **Paper:** Gloss Swop Coated
- **Resolution:** 300 dpi Minimum
- **Fonts:** Postscript Level 1 and True Type - PC ONLY
- **Digital Files:**
  - PDF - (joboptions file is available upon request)
    - EPS or AI - Adobe Illustrator (convert fonts to outlines)
    - QXD or QXP - QuarkXpress with images as separate files
    - TIF or PSD - Adobe Photoshop layers intact when possible
    - JPG - with little to no compression
    - ZIP or SIT also available
    - Media CD-R finalized and CD-RW
- **Labels:** Please label your files with your company name
- **Email to:** Resort@thetrades.com
- **Upload to:** www.thetrades.com/upload
- **Mail to:** The Trades Publishing Company  
Attn: Kristie Irvin, RRP  
20 Our Way Drive  
Crossville, TN 38555

For more information on advertising in The Resort Trades' [Management & Operations](#), please contact your sales representatives:

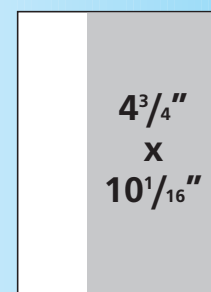
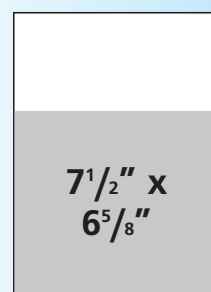
**(931) 484-8819**

Kristie Irvin, RRP  
[kristie@thetrades.com](mailto:kristie@thetrades.com)

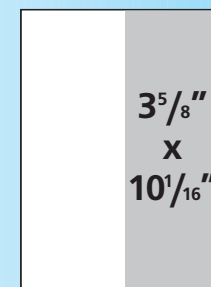
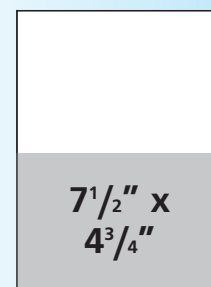
## Ad Sizes



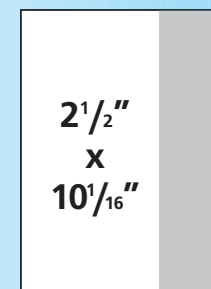
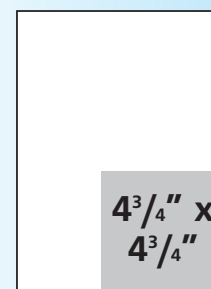
**FULL PAGE**  
with bleed: 8<sup>5</sup>/<sub>8</sub>" x 11<sup>3</sup>/<sub>8</sub>"



**2/3 PAGE**



**1/2 PAGE**



**1/3 PAGE**