

Ad Rates

Full Color	1X	3X	6X
Full Page	1545	1420	1030
2/3 Page	1290	1080	1005
1/2 Page	1030	875	745
1/3 Page	775	620	565

Special Positioning:

Back Cover (Min 3X)	1800
Page 2, Page 3 (Min 3X)	1545
Center Spread (15.875" x 9.8125")	2475

Extra Exposure:

Dust Jacket (Inside front or inside back)	1500
Insert (You supply printed material)	1600

Specs: 70 - 80lb glossy text stock paper
 There is a top trim size of 1/4 " ←
 There is a "lip" area of 2 - 2 1/2"
 The insert (print area size) is 4 1/4" x 6"

Let us Help!
 Call for a
 Price Quote

Mechanical Specs

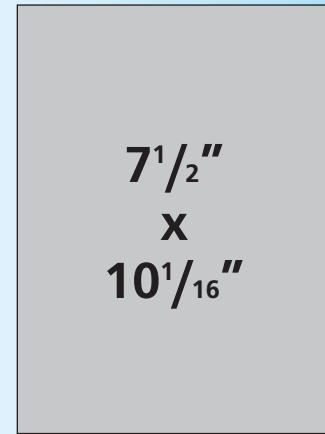
PREFERRED MATERIAL

- **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
 Whenever possible convert fonts to outlines.
- **Labels:** Please label your files with your company name
- **Digital Files:**
 - PDF - (joboptions file is available upon request)
 - EPS or AI - Adobe Illustrator (convert fonts to outlines)
 - INDD - Adobe InDesign CS with images as separate files
 - TIF or PSD - Photoshop layers intact w/type layers rasterized
 - JPG - with little to no compression
 - ZIP also available
 - Media CD-R finalized and CD-RW
- **Email to:** Freda@thetrades.com
- **Upload to:** www.thetrades.com/upload
- **Mail to:** The Trades Publishing Company
 Attn: RT Management & Operations
 20 Our Way Drive
 Crossville, TN 38555

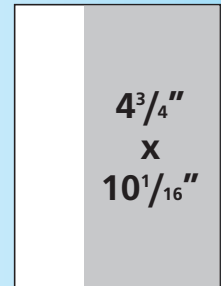
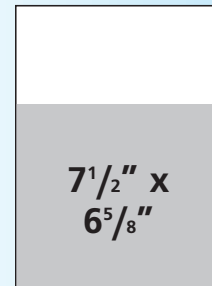
For more information on advertising in
 The Resort Trades' Management & Operations,
 please contact:

Freda Stemck
407-271-8003
Freda@thetrades.com

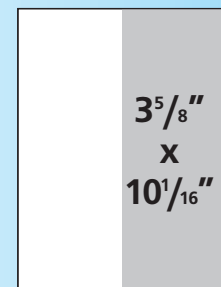
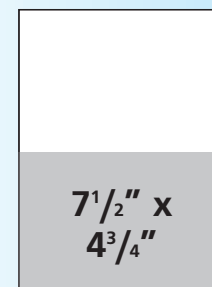
Ad Sizes



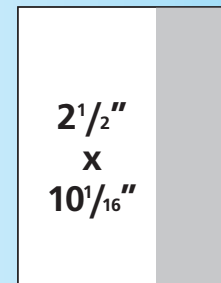
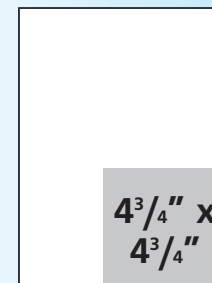
FULL PAGE
 with bleed: 8⁵/₈" x 11³/₈"



2/3 PAGE



1/2 PAGE



1/3 PAGE