

ADVERTISING PAGE DIMENSIONS

Book Trim: 8" x 10 1/2", Perfect Bound, Web Offset

NON-BLEED:

Non-Bleed (Width x Depth)	Inches	Millimeters
Page	7 x 9 3/4	178 x 248
Spread	15 1/4 x 9 3/4	387 x 248
1/2 Horizontal Spread	15 1/4 x 4 3/4	387 x 121
1/2 Horizontal Page	7 x 4 3/4	178 x 121
1/2 Island	4 5/8 x 7 1/8	118 x 181
2/3 Vertical	4 5/8 x 9 3/4	118 x 248
1/3 Vertical	2 1/4 x 9 3/4	57 x 248
1/3 Square	4 5/8 x 4 3/4	118 x 121
1/6 Vertical	2 1/4 x 4 3/4	57 x 121
Destinations Ads	2 1/4 x 4	57 x 102

BLEED:

Bleed (width x depth)		Bleed	Trim	Live
Page	Inches Millimeters	8 1/4 x 10 3/4 210 x 273	8 x 10 1/2 203 x 267	7 3/8 x 9 3/4 187 x 248
Spread*	Inches Millimeters	16 1/4 x 10 3/4 412 x 273	16 x 10 1/2 406 x 267	15 1/2 x 9 3/4 394 x 248
1/2 Horizontal Spread**	Inches Millimeters	16 1/4 x 5 3/8 412 x 136	16 x 5 1/8 406 x 130	15 1/2 x 4 3/8 394 x 111
2/3 Vertical**	Inches Millimeters	5 7/16 x 10 3/4 138 x 273	5 3/16 x 10 1/2 132 x 267	4 7/16 x 9 3/4 113 x 248
1/2 Island	Inches Millimeters	5 1/8 x 7 5/8 130 x 195	5 x 7 1/2 127 x 191	4 7/16 x 7 1/4 113 x 184
1/2 Horizontal**	Inches Millimeters	8 1/4 x 5 1/4 210 x 133	8 x 5 1/8 203 x 130	7 3/8 x 4 3/8 187 x 111
1/3 Vertical**	Inches Millimeters	3 1/8 x 10 3/4 79 x 273	2 7/8 x 10 1/2 73 x 267	2 1/8 x 9 3/4 54 x 248
1/3 Square**	Inches Millimeters	5 1/8 x 5 1/4 130 x 133	5 x 5 1/8 127 x 130	4 1/8 x 4 1/8 105 x 105

* Spreads:

For spreads bleeding across gutter, allow no safety for photographs. Please do not mirror image in gutter.

For body copy, allow 3/8" (10 mm) on each side of gutter.

For headlines, split copy at gutter between words or letters, and allow 3/8" (3 to 7mm) safety on each side of gutter.

** Fractional Bleed Ads: 1/8" (3mm) trimmed off all sides for balance.

TRAVELER

2009 ADVERTISING CLOSING DATES

All orders and contracts should be addressed to your account manager.

Issue Dates	Standard Close and Material Due Dates	On Sale Dates	Special Units, Gatefolds, Paper Orders	Insert Due Dates
January/February	11/3/2008	12/23	10/20/2008	11/19/2008
March	12/29/2008	2/17	12/15/2008	1/15
April	2/2	3/24	1/19	2/19
May/June	3/16	5/5	3/2	4/2
July/August	5/4	6/23	4/20	5/21
September	6/26	8/18	6/12	7/16
October	8/3	9/22	7/20	8/20
November/December	9/14	11/3	8/31	10/1

Production Inquiries:

Callie Norton, Adv. Prod. Mgr.
National Geographic Traveler
Advertising Dept.
1145 17th Street NW
Washington DC 20036
Phone: (202) 775-6170
FAX: (202) 828-5658

Material Delivery—Please address inquiries to Adv. Prod. Mgr.:

QuadImaging
Attn: Julie Alf
N63 W23075 Main St.
Sussex, WI 53089
Phone: (414) 566-7131

DIGITAL ADVERTISING SPECIFICATIONS

MEDIA

High-End Formatted Options

Scitex RMX and UFS Optical
ISO9660 CD-ROM

Mac/PC Formatted Options

CD-ROM

DATA FORMATS: *NG Traveler* no longer accepts native desktop file formats.

Desktop File Formats:

PDF/X-1a. For instructions on how to create a file compatible with your version of Acrobat, please visit this Web site:
http://www.quadarm.com/publisher_sites/traveler/ps.asp

High End File Format Options

TIFF/IT-P1 (FP, CT, LW). You may send an HC file instead of a LW file, but not both.

Scitex: Native (CT, LW, and FLYT), Handshake (CT and LW)

Resolution:

Require LW files at 72 resolution (dots per mm)

Require CT files at 12 resolution (dots per mm)

Offset: 0.0 offset preferred

Media Labeling Requirements

Agency and Contact Name
Phone Number
Ad Number/Name and list of Contents
Vendor Contact
Return Address (for return of material)

TRAVELER

MISCELLANEOUS INSTRUCTIONS/STANDARDS

Desktop Instructions

Build pages to trim size and extend bleed beyond page edge.
Use stylized fonts and do not apply style attributes to basic fonts.
All elements must be at 100% size.
Avoid rotation and cropping of images in layout program.
Include all fonts, images/scans, and logos/artwork.
Resolution: Continuous tone rastered images should be at 2x the line screen or greater. (300 or greater is hi-res for 133-line screen.) Bitmap files should be at 1000 DPI or higher.
Do not nest EPS files in other EPS files.
All images/scans must be in CMYK mode for 4C ads.
All images/scans must be in Grayscale mode for B&W ads.
Font information should include manufacturer, font name, and version.
Four-color solids should not exceed SWOP density of 300%.

Additional Instructions

Supply one composite LW and CT per ad.
Ad image area should be no more than trim plus bleed.
Black text should be merged with the LW file.
Use 150 line screen on all files.

PROOFS

Content and Position Proofs

Supply 2 hard copy contract-quality proofs matching each digital file sent with media.
Proofs must be provided at 100% size.

Color Calibration

SWOP Standards. Please visit <http://www.swop.org/certification/certmfg.asp> for a complete, up-to-date listing of SWOP approved color proofs.
Use SWOP calibration control guide.
Proofs should contain a full color bar (like the GATF or Brunner strips) with dot gain, solids, overprints, and tints.
The solid color patches should be within +/- .05 of a current SWOP standard reference.

Please note: *National Geographic Traveler* is printed computer-to-plate.