

# V CONVENTION CENTER VISITORS GUIDE

THE ATTENDEE'S GUIDE TO PHILADELPHIA DINING,  
SHOPPING, ENTERTAINMENT & SIGHT-SEEING

## ADVERTISING DIMENSIONS

<u>AD SIZE</u>	<u>WIDTH</u>	<u>X</u>	<u>HEIGHT</u>
Full-Page Bleed . . . .	5.635"	. x .	8.625"
Full-Page . . . . .	4.875"	. x .	7.875"
1/2-Page Horizontal .	4.375"	. x .	3.545"
1/2-Page Vertical . . .	2.125"	. x .	7.231"
1/3-Page Horizontal .	4.375"	. x .	2.333"
1/4-Page Vertical . . .	2.125"	. x .	3.545"
1/8-Page Horizontal .	2.125"	. x .	1.708"

## MECHANICAL REQUIREMENTS

### *Digital ads:*

- 300 dpi resolution at 100%
- .tif, .jpg, .eps, or .pdf formats;  
or QuarkXPress document with  
images and fonts collected
- Mac format (if possible)

### *Full-page bleeds:*

- Trim size/live area measures  
5.375" x 8.375" – keep live material  
within a 1/4" margin of this area
- Extend bleeds 1/8" on all sides  
to measure 5.635" x 8.625"

## SEND MATERIALS TO:

*sales@phillyvisitor.com*