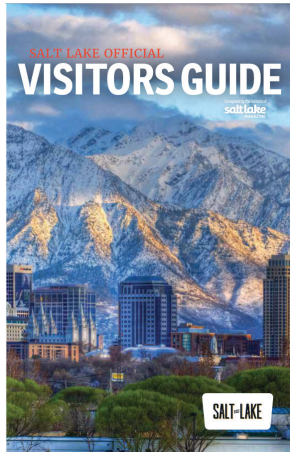


# VISIT SALT LAKE MEDIA KIT

## PRINT ADVERTISING: Salt Lake Official Visitors Guide



In this award-winning tourism guide you can discover the best local restaurants, attractions, visual arts, shopping, nightlife, and outdoor sports. The *Salt Lake Official Visitors Guide* gives visitors the information they need to explore our unique state and make the most of their visit in Utah.

**Bonus:** The *Official Visitors Guide* will be featured in a digital format at [visitsaltlake.com](http://visitsaltlake.com) for the duration of its newsstand life.

- 75,000 - Spring/Summer issue
- 75,000 - Fall/Winter issue
- Mailed by request
- Distributed to over 250 locations

### DISTRIBUTION

Visitor Info (Salt Palace Convention Center) Utah Office of Tourism	Statewide Visitors Centers State Wide Chambers of Commerce Area Restaurants and	Businesses Shopping Malls Attractions and Venues Airport	Travel Agents Hotels and Motels RV Campgrounds Requested Informational	Packets Meeting Planners
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### AD SIZES

2 Page Spread Trim Size	10.5" x 8.375" (width x height)	Full Page Trim Size 5.25" x 8.375" (width x height)	Half page 4.375" x 3.625" (width x height)	1/3 Page Formatted - Dining 4.375" x 2.375"
2 Page Spread With Bleed	11" x 8.625" (width x height)	Full Page With Bleed 5.5" x 8.625" (width x height)		

### PRESS READY REQUIREMENTS

- Supported files: Indesign (must be packaged with all images and fonts), PDF/X-1a, Adobe Illustrator eps, and Adobe Photoshop tiff (flattened).
- All graphics should be 300 ppi at the actual printing size and in CMYK.
- Convert all Pantones to CMYK.
- Use support black for solid blacks: C 40 M 30 Y 30 K 100
- Double check PDF for separation and overprint problems.
- Create registration/crop marks outside of the bleed area.
- Keep important information at least .5 inches from the trim edge (Live area, 4.75 x 7.875).
- Preferred file delivery methods are, Dropbox, Hightail, and e-mail if under 10mb.

2019 DEADLINES	SPACE CLOSE	DESIGN MATERIALS	PRESS READY	PUB DATE
Spring/Summer 2019 Issue	April 3	April 8	April 19	May 13
Fall/Winter 2019-20 Issue	July 31	August 5	August 23	October 13

Compiled by the Editors of  
**saltlake**  
MAGAZINE

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