



# Requirements for Submitting Visitors Guide Advertising

## Visitors Guide Ad Sizes

- Full-Page Ad:** Trim: 8" w x 10.875" h  
Bleed: 8.5" w x 11.375" h  
Live Area: 7.25" w x 10.125" h
- 1/2-Page Vertical:** 3.5625" w x 10.125" h (no bleed)
- 1/2-Page Horizontal:** 7.25" w x 5" h (no bleed)
- 1/4-Page Vertical:** 3.5625" w x 5" h (no bleed)
- Enhanced Listing Photo:** 1.75" w x 1.375" h at 300 ppi, JPEG format

## Submitting Your Ad

Ads are printed four color process (CMYK) and should be converted to CMYK prior to submitting. We are not responsible for color variations in ads submitted in RGB.

## All Ads must be supplied in one of the following digital formats:

### Adobe Acrobat® PDF (All versions)

- At least 300 ppi image resolution
- Embed all fonts
- CMYK, grayscale or bitmap images

(Tip: Select the **Press Quality** option when creating your PDF using Adobe® software.)

### Adobe InDesign (All versions through CC)

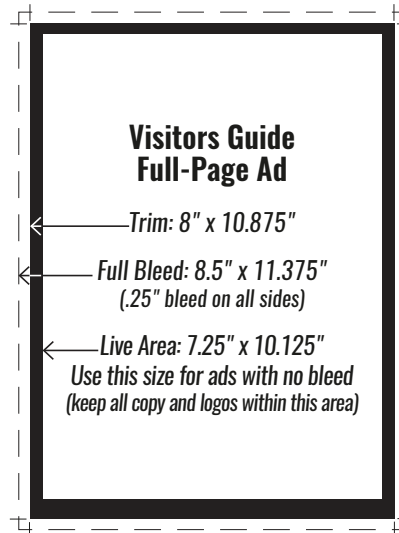
- At least 300 ppi image resolution
- Include all fonts
- Include all CMYK, grayscale or bitmap images in PDF, EPS, AI, PSD, TIF, or JPG formats.

(Tip: Select the **Package** option under the **File** menu to create a folder containing all required files and fonts.)

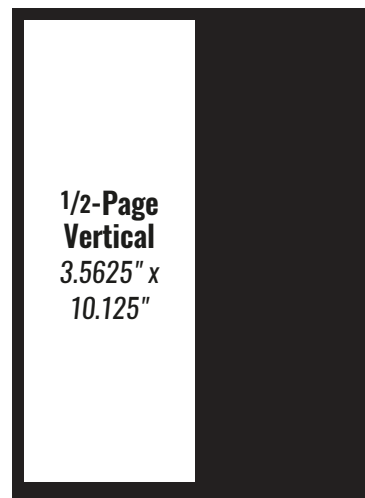
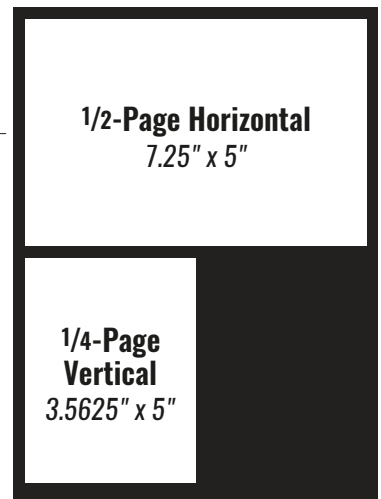
No Publisher, Word, PowerPoint, JPEG or other file types will be accepted. Additional art charges will be added for any files submitted incorrectly and/or requiring editing.

Zip compress your files if possible and e-mail to:  
**advertising@springfieldmo.org**

Or mail a flash drive, CD or DVD with files to:  
**Convention & Visitors Bureau  
815 E. St. Louis Street  
Springfield, MO 65806**



These layouts are for reference only and are not actual size.



**If you need help designing or submitting your ad, contact your sales associate for more information.**

Contact Steve Ross at 417-881-5300, Ext. 120 or [ross@springfieldmo.org](mailto:ross@springfieldmo.org) with questions about submitting digital files.