

Travel Getaway Section

SPEC SHEET 2010



Issue Dates*	Space/Material Deadlines*
3/14/10	1/4/10
5/16/10	3/15/10
8/22/10	6/28/10
11/7/10	8/30/10

Custom-Designed Ads

For a USA WEEKEND-produced, template-based ad, submit the following elements:

- Maximum 35 words of copy
- Product or company website URL and/or 800#
- 2 copies of your brochure (or color slide)
- Files as Photoshop or Illustrator
- Images in CMYK and EPS format, minimum 300 dpi

Pre-Designed Ads

To submit a pre-designed ad, follow these file specifications:

- Ad unit size: 1.375" w x 2.8" h
- High-res EPS or PDF file, minimum 300 dpi
- Also accepted: layouts created in QuarkXPress, InDesign or Illustrator — fonts must be included
- Do not use a border
- 8 point type or larger

Questions?

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Material Submission

Media:

CDs — Macintosh format

Media Labeling:

Include advertiser name, file name/number, issue date, agency name, phone number, e-mail address, return address and list of contents.

Proofs:

USA WEEKEND requires 2 proofs to accompany your digital file. Your proofs will be used as a guide.

Mail to:

USA WEEKEND Magazine
 Attn: Travel Service Department
 535 Madison Avenue
 21st Floor
 New York, NY 10022
 or e-mail:
 travel@usaweekend.com

*Dates are subject to change.