



Southern Hospitality

Ad Specs

DIGITAL-READY ARTWORK THAT IS SUBMITTED WITH NO CHANGES IS READY TO PRINT "AS IS." No film. No negatives. No veloxes or copies. Ads must be submitted on one of the following media: CD-ROM or DVD or emailed to ads@shospitality.com.

Macintosh format is preferred. PDF's are preferred. Files created/saved in **QuarkXPress 5.0** with 85-line screen & dpi (dots per inch) of 600 for black and white, and 300 dpi for color. Please be sure to include all typefaces and graphics used. Supporting raster art must be **TIFF, EPS, or PDF** (no JPG or GIF files, please) with **minimum printable resolution of 300 dpi**. Supporting vector art must be saved as **EPS** with all type converted to art, outlines, curves, etc. Please provide a **hard copy** of your ad for position reference if possible (in color if you're contracted for a full-color ad).

Windows format is not preferred but acceptable under the following conditions: PDF's are preferred. Raster files must be either **TIFF or EPS** (no JPG or GIF files, please) with minimum printable resolution of **300 dpi**. Any vector art must be saved as **EPS** with all type converted to art, outlines, curves, etc. Please provide a **hard copy** of your ad for position reference if possible (in color if you're contracted for a full-color ad). **We do not accept Word, Publisher or Excel files.**

AD SIZES

(bleed not available)

Large Directories

| | |
|---------------------|---|
| Full Pg | 7 1/2" wide x 10" deep (7.5 x 10) |
| 1/2 Pg (Horizontal) | 7 1/2" wide x 4 7/8" deep (7.5 x 4.875) |
| 1/2 Pg (Vertical) | 3 5/8" wide x 10" deep (3.625 x 10) |
| 1/4 Pg (Horizontal) | 7 1/2" wide x 2 5/16" deep (7.5 x 2.3125) |
| 1/4 Pg (Vertical) | 3 5/8" wide x 4 7/8" deep (3.625 x 4.875) |
| 1/8 Pg | 3 5/8" wide x 2 5/16" deep (3.625 x 2.3125) |

Radisson Directory

| | |
|---------------------|--|
| Full Pg | 4 7/8" wide x 7 13/16" deep (4.875 x 7.812) |
| 1/2 Pg (Horizontal) | 4 7/8" wide x 3 3/4" deep (4.875 x 3.75) |
| 1/2 Pg (Vertical) | 2 5/16" wide x 7 13/16" deep (2.312 x 7.812) |
| 1/4 Pg (Horizontal) | 4 7/8" wide x 1 3/4" deep (4.875 x 1.75) |
| 1/4 Pg (Vertical) | 2 5/16" wide x 3 3/4" deep (2.312 x 3.75) |
| 1/8 Pg | 2 5/16" wide x 1 3/4" deep (2.312 x 1.75) |



Southern Hospitality

Hilton Directory

| | |
|---------------------|---|
| Full Pg | 5 3/4" wide x 9 1/2" deep (5.75 X 9.5) |
| 1/2 Pg (Horizontal) | 5 3/4" wide x 4 5/8" deep (5.75 x 4.625) |
| 1/2 Pg (Vertical) | 2 3/4" wide x 9 1/2" deep (2.75 x 9.5) |
| 1/4 Pg (Horizontal) | 5 3/4" wide x 2 3/16" deep (5.75 x 2.187) |
| 1/4 Pg (Vertical) | 2 7/5" wide x 4 5/8" deep (2.75 x 4.625) |
| 1/8 Pg | 2 7/5" wide x 2 3/16" deep (2.75 x 2.187) |

Hampton Directory

| | |
|---------------------|---|
| Full Pg | 6 1/2" wide x 7 1/4" deep (6.5 X 7.25) |
| 1/2 Pg (Horizontal) | 6 1/2" wide x 3 1/2" deep (6.5 X 3.5) |
| 1/2 Pg (Vertical) | 3 1/8" wide x 7 1/4" deep (3.125 X 7.25) |
| 1/4 Pg (Horizontal) | 6 1/2" wide x 1 5/8" deep (6.5 X 1.625) |
| 1/4 Pg (Vertical) | 3 1/8" wide x 3 1/2" deep (3.125 X 3.5) |
| 1/8 Pg | 3 1/8" wide x 1 5/8" deep (3.125 X 1.625) |

Hilton Garden Directory

| | |
|---------------------|--|
| Full Pg | 6 1/4" wide x 9 1/2" deep (6.25 X 9.5) |
| 1/2 Pg (Horizontal) | 6 1/4" wide x 4 5/8" deep (6.25 X 4.625) |
| 1/2 Pg (Vertical) | 3" wide x 9 1/2" deep (3 X 9.5) |
| 1/4 Pg (Horizontal) | 6 1/4" wide x 2 3/16" deep (6.25 X 2.1875) |
| 1/4 Pg (Vertical) | 3" wide x 4 5/8" deep (3 X 4.625) |
| 1/8 Pg | 3" wide x 2 3/16" deep (3 X 2.1875) |

Guest Map

(full size of map 11 X 17)

| | |
|--------|-----------------------------------|
| Full | 3" wide x 8" deep |
| Double | 3" wide x 3 7/8" deep (3 X 3.875) |
| Single | 3" wide x 1 3/4" deep (3 X 1.75) |