

Groupaway

GROUP TRAVEL INSIGHTS

2010 Advertising Information

Issues	Space Reservation	Materials*
Spring 2010	3/26/10	4/2/10
Summer 2010	5/26/10	6/3/10
Fall 2010	7/28/10	8/3/10
Winter 2010	9/29/10	10/4/10

Ad Specifications	(Width x Height)
Full Page	8.5" x 10.25"
Full Page Bleed	9.25" x 11.25" (Area for live matter is 8.5" x 10.25")
1/2 Horizontal	7" x 4.75"
1/2 Horizontal Bleed	9.25" x 4.75" (Area for live matter is 8.5" x 4.75")
1/3 Square	4.604" x 4.75"

Printing and Materials Specifications

Page trim is 9" wide x 10.75" high. We can accept only TIFF, EPS, or high-resolution PDFs as the formats for all ads submitted to the magazine. Ads created in native application files, such as QuarkXpress or InDesign, or in any word-processing programs, or provided on film cannot be accepted. All digital files must be 300 DPI and CMYK. Ads must be built to size and accompanied by a color printout or PDF. **Material within the ad specification space must not contain extraneous marks of any kind;** this includes but is not limited to crop marks and color bars.

Photos or images used in ads must be at least 300 DPI at 100 percent, and bitmapped images must be 600 DPI at 100 percent. Use only Postscript fonts. True type fonts are unacceptable. Detailed ad specifications, as well as contract terms and conditions and a list of sales representatives, are available online at CollinsonMedia.com.

Ask about other special sponsorship opportunities and custom treatments for your marketing message.

*If new ad materials are not received by deadline, we will use your most recent ad.

BROUGHT TO YOU BY ...

COLLINSON MEDIA is an independent destination marketing and media company that produces quality magazines for traveling groups.

In addition to *Groupaway*, we publish *Connect*, for association and SMERF planners, and *Rejuvenate*, our award-winning magazine for faith-based conference planners.

After more than three decades, we continue to be a leader in providing innovative sales and marketing solutions in the meetings and travel field. For more information, visit: CollinsonMedia.com.

Advertising materials may be delivered via e-mail to GroupawayAds@CollinsonMedia.com, or they can be supplied on a Macintosh-formatted CD-ROM or DVD and sent to:

Collinson Media
Attention: Production
15 Technology Parkway South
Suite 250
Norcross, GA 30092

Sales Contact:
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770.582.9700
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Groupaway Travel
Report Information >>>>>