

# Specifications for Display Advertising Materials

## Digital Pictures and Artwork

- 300 dpi
- File Type: .jpg, .tif, .eps, .psd, .ai
- Color Mode: CMYK
- Full-Size image

## Map Format Specifications

### ● Flat: 27" x 24"

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- Folded: 4"w x 9"h
- Printing: 4/4, 70# Gloss

### ● Flat: 27" x 32"

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- Folded: 4"w x 9"h
- Printing: 4/4, 70# Gloss

### ● Flat: 21" x 32"

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- Folded: 4"w x 10.5"h
- Printing: 4/4, 60# Gloss

## Advertising Space Specifications

### ● Flat: 27" x 24"

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- Reverse Cover: 4" x 9"
- Alt. Rev. Cover: 4" x 9"
- Logo on Map: .75" x .75"
- Business Card: 3" x 1.75"
- Display Box: 2" x 3.9"
- Pop-Up Box: 400 x 236 (dpi)

### ● Flat: 27" x 32"

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- Reverse Cover: 4" x 9"
- Alt. Rev. Cover: 4" x 9"
- Logo on Map: .75" x .75"
- Business Card: 3" x 1.75"
- Pop-Up Box: 400 x 236 (dpi)

### ● Flat: 21" x 32"

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- Reverse Cover: 4" x 10.5"
- Alt. Rev. Cover: 4" x 10.5"
- Logo on Map: .75" x .75"
- Business Card: N/A
- Pop-Up Box: 400 x 236 (dpi)