

# AD SPECIFICATIONS

To include your material, it is necessary that the files comply with the following technical specifications to guarantee the overall quality of the product:

INTERIOR MAP SPACE  
2.72 X 2.83 IN



EXTERIOR MAP SPACE  
2.72 X 1.98 IN

EXTERIOR MAP SPACE  
5.47 X 2.04 IN

## FILE FORMAT

**Option 1)** Illustrator version CS5: with fonts converted to curves (100% black color if it is the case), photographs in CMYK mode with a 300 dpi resolution, a 0.5 cm bleed on each side and a safe area for text.

**Opción 2)** PDF: with fonts converted to curves (100% black color if applicable), photographs in CMYK mode with a 300 dpi resolution, a 0.5 cm bleed on each side and a safe area for text.

**Opción 3)** JPG or TIFF: CMYK mode with a 300 dpi resolution, a 0.5 cm bleed on each side and a safe area for text.

The material may be sent using: WeTransfer, e-mail, USB.  
**Note:** No other format that is not within these specifications will be accepted.