

DIMENSIONS / SPECIFICATIONS

AD SIZES	WIDTH	HEIGHT
Travel Planner	2.25"	4"



4"

(NO BLEED /
NO CROP MARKS)

2.25"

(NO BLEED / NO CROP MARKS)

All ads must be sent via the Meredith Ad Portal:

[HTTPS://DIRECT2TIME.SENDMYAD.COM](https://direct2time.sendmyad.com)

FILE TYPE: PDF/X1-A ONLY

- Build ad document to the actual ad size. Do not bleed anything or include any crop/registration marks.
- All color must be CMYK. No spot colors.
- Images must be 300 dpi. No LZW compression.
- Do not embed ICC profiles or any other type of color management.
- Colored text should be a minimum of 9 pts.

A complete PDF Guide, which includes step by step instructions on how to build files, can be found at <http://www.direct2time.com>.

STEP-BY-STEP GUIDE TO UPLOADING AN AD

1. Go to <https://direct2time.sendmyad.com>
2. Sign in or create your new account under "First Time User?"
3. Let's Get Started. Click "Send an Ad"
4. Click "Magazine Print Ad"
5. Fill out the Job Ticket
 - Select Publication Southern Living: Travel Planner
 - Advertiser: Enter advertiser name
 - Ad number is optional
 - Brand/Product: Enter advertiser name or product
 - Headline: Enter the headline or description of your ad
 - Ad Size: Select your ad size
 - Issues: Select the issue you want to submit this ad for
 - Be sure the contact information at the bottom of the ticket is accurate

6. Click "Choose ad"
7. Click "Browse for files," select the file you want to upload and click the "Upload" button
8. Once the file is uploaded it will automatically start to preflight to the Southern Living specifications. Once the ad is finished processing you will see a preview of it and on the right hand side the preflight report with some suggested action buttons:
 - **"This Ad has Serious Errors"**
This means that the file did not pass preflight. If this happens you can not continue. You must go back to your document and fix the error. Once that is done then you can click the "Revise Ad" button and upload the new file. Note, when reviewing the error if you place your cursor over the text of the error, the object in the preview will highlight.
 - **"This Ad Must be Repositioned"**
This means that the file has passed the preflight but the trim size of the PDF does not match the specification. You must reposition it before continuing
Simply click the "Reposition" button or "Auto-Center" the ad.
 - **"This Ad has Warnings"**
This indicates that the file has warning in the preflight report but is OK to proceed. Please review the warning(s) on the right hand side and verify that the preview is accurate both in positioning and content.
9. Once satisfied, you can click the "Approve Ad" button. Once you have approved the ad the magazine will be notified that they have received an ad and the contact in the job ticket will get an e-mail notification.