



Vacation Planning Guide

The Vacation Planning Guide is a reader service section located at the back of the magazine. Each ad receives a reader service number that readers can use to request information from advertisers using a bound-in reader service card or by visiting the Web site www.Travel50andBeyond.com. Vacation Planning Guide advertisers are listed on the “Free Info” page in the magazine and on www.Travel50andBeyond.com.

An advertiser will receive leads that include the name and address of any reader who requests more information from that specific advertiser.

These leads may be sent in a variety of ways:

1. A mailed hard copy list with publisher-printed mailing labels
2. An E-mailed ASCII text file
3. An E-mailed Excel spreadsheet
4. Any combination of the above options

Advertisers specify how they would like to receive their leads.

The Vacation Planning Guide ads are formatted in house and are available in three sizes: Plan AA and Plan A and Plan B.

Plan AA: Six ads per page. Advertiser sends a 4/C image and 75 words of copy to the publisher.

Plan A: 12 ads per page. Advertiser sends a 4/C image and 30 words of copy to the publisher.

Plan B: 24 ads per page. Advertiser sends a B&W logo and 30 words of copy to the publisher.

Vacation Planning Guide Ad Materials

Images and copy for the planning guide can be sent on disk to the address below, attention Dave Hart, or via E-mail to materials@travel50andbeyond.com. Digital images are preferred. Images must be at least 300 dpi. Save images as CMYK or Grayscale. Convert RGB images to CMYK. Convert spot colors to CMYK. Include trapping. Use only EPS or TIFF files. JPEG is not supported. Publisher does not provide proofs of Vacation Planning Guide ads.