

# ADVERTISING INFORMATION

FOR



P E N N S Y L V A N I A  
B U S   A S S O C I A T I O N

Representing the Motorcoach Industry Since 1923

## MARKETPLACE DIRECTORY



# Get The Most From Your Advertising

We want your organization to get the best representation in our PBA Marketplace Directory. We have outlined the specifications for logos, photos, graphics and copy needed to ensure your covers ads, inside page ads and profile pages look their ultimate best.

## Color Choices

You have a choice of submitting your ad copy in full color, grayscale or black and white.

## Logo Quality

**Vector Artwork preferred.** All typography in the logo should be converted to curves to keep any system to converting to a different font.

If you do not have the vector artwork, a PNG image (transparent) or JPG image **MUST** be at a 300dpi resolution.

## Text Copy

All typography (ad copy text) should be converted to curves to keep any system to converting to a different font. You want to keep the look of your ad **EXACTLY** how you intended it to look.

## Photo Quality

Any photos used in an Ad such as PNG image (transparent) or JPG image **MUST** be at a 300dpi resolution. Any resolution less than 300 dpi will have blurry results.

## Submission

Final guidelines for submitting your logo, covers, ads and profile pages.

### **Vector Artwork Is Preferred.**

- Save your artwork as a PDF with the resolution setting for High Quality Print. (Adobe, InDesign, Illustrator) or use PrePress settings in Corel Draw.

### **Image Ads & Profile Pages**

- All ad placement and/or profile placements that have been saved as an image, **MUST** be at a 300dpi resolution before submitting to PBA.

### **Where to send your file**

- Email your submission to Pattie Cowley at [director@pabus.org](mailto:director@pabus.org)





PENNSYLVANIA  
BUS ASSOCIATION

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## MARKETPLACE DIRECTORY

# COVER SPECIFICATIONS





**BLEED: 8.75 W x 9.443**

**TRIM: 8.5 x 9.2**

**SAFETY: 8.0 x 8.782** All text and images should stay within this zone

Top Sponsor Artwork Placement Design Tips:

- You can still go full scale with a background image and/or color. (blue lines)
- If using an image, be aware of the part of the image that will be trimmed (green lines)
- Be sure that text or placed images do not go beyond safety area (red lines)
- We recommend your image be the focal point and keep your text minimal (examples included)

## Marketplace Masthead

Since the Marketplace Masthead will also be on the front cover, this example has been placed at the bottom.



# Marketplace Masthead

Since the Marketplace Masthead will also be on the front cover, this example has been placed at the top.

A diagram showing three vertical bars of different colors: blue, green, and red. The blue bar is the widest, followed by the green bar, and the red bar is the narrowest. These bars represent the different dimensions defined for the masthead design.

**BLEED: 8.75 W x 9.443**

**TRIM: 8.5 x 9.2**

**SAFETY: 8.0 x 8.782** All text and images should stay within this zone

## Bottom Sponsor Artwork Placement Design Tips:

- You can still go full scale with a background image and/or color. (blue lines)
- If using an image, be aware of the part of the image that will be trimmed (green lines)
- Be sure that text or placed images do not go beyond safety area (red lines)
- We recommend your image be the focal point and keep your text minimal (examples included)

TOP ARTWORK COVER SAMPLE

# Visit Pennsylvania

Susan Smith

(717) 123-4567

ssmith@visitpennsylvania.com

visitpennsylvania.com

MONTH:  
MARCH



## MARKETPLACE

A GROUP LEADER SHOW

VENUE | LOCATION



**PBA**

PENNSYLVANIA  
BUS ASSOCIATION  
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 PABus.org



MONTH:  
MARCH



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A GROUP LEADER SHOW

VENUE | LOCATION



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 PABus.org

BOTTOM ARTWORK COVER SAMPLE

# Visit Pennsylvania

Susan Smith

(717) 123-4567

ssmith@visitpennsylvania.com

visitpennsylvania.com





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## MARKETPLACE DIRECTORY

# PROFILE SHEETS | AD COPY SPECIFICATIONS





Inside Front Cover  
AD COPY

8.25"w x 10.25"h

Full Page  
AD COPY  
8.25"w x 10.25"h



Half Page  
AD COPY

8.25"w x 4.75"h

1/2 PAGE LAYOUT: SAMPLE VIEW

Half Page  
AD COPY

8.25"w x 4.75"h

Profile Sheets:  
Consists of 2 Pages  
8.25"w x 10.25"h



Inside Back Cover  
AD COPY

8.25"w x 10.25"h



Back Cover  
AD COPY

8.75"w x 11.25"h