

# PRINT AD SPECS

All dimensions are listed width X height

## FULL PAGE AD SIZES

MUST include bleed area. DO NOT include crop marks.

### TWO PAGE SPREAD

**BLEED SIZE:** 17" X 11.125"    **LIVE AREA:** 16.25" X 10.375"    **TRIM SIZE:** 16.75" X 10.875"

NOTE: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

### FULL PAGE

**BLEED SIZE:** 8.5" X 11.125"    **LIVE AREA:** 7.875" X 10.375"    **TRIM SIZE:** 8.375" X 10.875"

## FRACTIONAL AD SIZES

DO NOT BLEED. Do not include crop marks.

**2/3 VERTICAL:** 4.75" X 10"

**1/2 VERTICAL:** 4.75" X 7.375"

**1/2 HORIZONTAL:** 7.375" X 4.8542"

**1/3 VERTICAL:** 2.25" X 10"

**1/3 SQUARE:** 4.75" X 4.875"

**1/6 HORIZONTAL:** 4.75" X 2.3125"

## FILE REQUIREMENTS

Press-optimized PDF File Format is preferred (PDF/X-4:2008),

Please DO NOT include crop marks in your file.

Ads should be designed and saved at 100% size, CMYK color profile at 300 dpi.

## IMAGE RESOLUTION

300 dpi is required for all image files. 72dpi files are not acceptable.

Ad materials supplied with low resolution images and/or graphics will be returned.

## COLOR PROFILE

Specify all colors in your ad as CMYK process colors.

Rather than using 100% black to make a black background, use the formula 75% cyan, 68% magenta, 67% yellow, and 90% black for a denser, rich black.

## GENERAL INFO

**E-MAIL ALL AD MATERIALS TO** [chelsea@coloradoavidgolfer.com](mailto:chelsea@coloradoavidgolfer.com).

Materials are due at ad close. Please contact [chelsea@coloradoavidgolfer.com](mailto:chelsea@coloradoavidgolfer.com) with any questions regarding file preparation.

**TWO-PAGE SPREAD**  
BLEED SIZE: 17"w X 11.125"h  
TRIM SIZE: 16.75"w X 10.875"h

**FULL PAGE**  
BLEED SIZE: 8.5"w X 11.125"h  
TRIM SIZE: 8.375"w X 10.875"h

**2/3 VERTICAL**  
4.75"w X 10"h

**1/2 VERTICAL**  
4.75"w X 7.375"h

**1/2 HORIZONTAL**  
7.375"w X 4.8542"h

**1/3 VERT**  
2.25"w X 10"h

**1/3 SQUARE**  
4.75"w X 4.875"h

**1/6 PAGE**  
4.75"w X 2.3125"h

**GATEFOLDS & INSERTS**  
Please contact [chelsea@coloradoavidgolfer.com](mailto:chelsea@coloradoavidgolfer.com) for specifications for gatefolds, bound-in inserts and loose inserts. Artwork MUST be approved by printer one week prior to materials due deadline.

# DIGITAL AD SPECS

All dimensions are listed width X height.  
All non-video assets should be static image 150dpi, under 150kb in  
JPG/PNG/GIF format, no flash files accepted.

## HOME PAGE

**MAIN IMPACT BANNER 1600x300** (static image and URL link)  
**EXCLUSIVE DEALS 640x385** (image with text and button overlay)

## GOLF PASSPORT PAGE

**MAIN IMPACT BANNER 1600x300** (static image and URL link)  
**SECONDARY IMPACT BANNER 1600x300** (static image and URL link)

## EVENTS HOME PAGE

**COVER AD OR VIDEO 1500x600** (image or Vimeo/YouTube link)  
**MAIN IMPACT BANNER 1600x300** (static image and URL link)  
**INDIVIDUAL EVENTS PAGES**  
**COVER AD OR VIDEO 1500x600** (image or Vimeo/YouTube link)  
**MAIN IMPACT BANNER 1600x300** (static image and URL link)  
**SECONDARY IMPACT BANNER 1600x300** (static image and URL link)

## TRAVEL HOME PAGE

**COVER AD OR VIDEO 1500x600** (image or Vimeo/YouTube link)  
**TOP SIDE BY SIDE AD 960x400** (static image with text and button overlay)  
**MAIN IMPACT BANNER 1600x300** (static image and URL link)  
**MAP FEATURE** (image and 40 words of copy)  
**INDIVIDUAL TRAVEL PAGES**  
**COVER AD OR VIDEO 1500x600** (image or Vimeo/YouTube link)  
**MAIN IMPACT BANNER 1600x300** (static image and URL link)  
**ONLINE PROMO 640x385** (static image with text underlay)  
**SECONDARY IMPACT BANNER 1600x300** (static image and URL link)  
**LARGE BLACK & WHITE IMAGE 960x960** (static image with text underlay and button)

## FEATURES HOME PAGE

**COVER AD OR VIDEO 1500x600** (image or Vimeo/YouTube link)  
**MAIN IMPACT BANNER 1600x300** (static image and URL link)  
**ONLINE PROMO 640x385** (static image with text underlay)  
**SECONDARY IMPACT BANNER 1600x300** (static image and URL link)

## INDIVIDUAL FEATURE PAGES

**COVER AD OR VIDEO 1500x600** (image or Vimeo/YouTube link)  
**MAIN IMPACT BANNER 1600x300** (static image and URL link)  
**ONLINE PROMO 640x385** (static image with text underlay)  
**SECONDARY IMPACT BANNER 1600x300** (static image and URL link)  
**LARGE BLACK & WHITE IMAGE 960x960** (static image with text underlay and button)

## BLOG PAGES

**LEADERBOARD 728x90 & 320x50** (image or Vimeo/YouTube link)  
**BANNER 300x250** (static image and URL link)

**COVER AD OR VIDEO 1500x600**

**MAIN IMPACT BANNER 1600x300**

**MAP FEATURE**

**LARGE BLACK & WHITE IMAGE 960x960**

**ONLINE PROMO 640x385**

**SECONDARY IMPACT BANNER 1600x300**

**WEEKLY NEWSLETTER**  
**LEADERBOARD 728x90** (static ads only, no flash files accepted)  
**TOP BILLBOARD 600x300** (static ads only, no flash files accepted)  
**PROMO OFFER 350x292** (static image and URL link)  
**CONTENT MARKETING FEATURE 3-5 images with content copy and/or press release**  
**BOTTOM BILLBOARD 600x300** (static ads only, no flash files accepted)

**EXCLUSIVE/CUSTOM BLAST**  
**600x300 or 600x600 or 600x900** (1 static image with promotional copy and URL link)

**DIGITAL AD SUBMISSION INFO**  
Materials are due one week before contracted campaign start date.  
Please proofread your ad (check spelling, address, phone number, etc.).

**FOR ANY QUESTIONS** regarding file preparation  
and to **SUBMIT YOUR ARTWORK**, please email [drew@coloradoavidgolfer.com](mailto:drew@coloradoavidgolfer.com)

# COLORADO AVID GOLFER

coloradoavidgolfer.com

Elevating the Game.

## AD MATERIALS DUE DATES

ISSUE	AD DUE
<b>FALL 2019</b>	<b>9/11/19</b>
<b>WINTER 2019</b>	<b>10/30/19</b>

### GENERAL INFO

**E-MAIL AD MATERIALS TO** [chelsea@coloradoavidgolfer.com](mailto:chelsea@coloradoavidgolfer.com).

ALL materials are due at ad close.

Please contact [chelsea@coloradoavidgolfer.com](mailto:chelsea@coloradoavidgolfer.com) with any questions regarding file preparation.