

# PRINT AD SPECS

All dimensions are listed in inches, 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 SINGLE

**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"

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

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

**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. 72 dpi 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.

## SUBMISSION INFO

**E-MAIL ALL AD MATERIALS TO** [chelsea@coloradoavidgolfer.com](mailto:chelsea@coloradoavidgolfer.com). Please proofread your ad for errors before sending.

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 SINGLE**  
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

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

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

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

**1/6 HORI.**  
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.

# PRINT AD DEADLINES

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**ALL AD MATERIALS ARE DUE BY 5 P.M.**

Ads submitted after the deadline are subject to a late fee.

<b>ISSUE</b>	<b>DUE DATE</b>
<b>SPRING (FEB/MARCH)</b>	<b>1/15/20</b>
<b>APRIL</b>	<b>3/11/20</b>
<b>MAY</b>	<b>4/8/20</b>
<b>JUNE</b>	<b>5/6/20</b>
<b>JULY</b>	<b>6/10/20</b>
<b>AUGUST/SEPTEMBER</b>	<b>7/8/20</b>
<b>FALL (OCT/NOV)</b>	<b>9/9/20</b>
<b>WINTER (DEC/JAN)</b>	<b>11/4/20</b>

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# DIGITAL AD SPECS

All dimensions are listed in pixels, width X height.

All non-video assets should be STATIC image @ 72 ppi, under 100 kb in size, JPG/PNG format.

## COLORADO AVIDGOLFER WEBSITE

Components of ads are listed below. Ad types can be applied to the page categories noted.

**IMPACT BANNER: 1600 x 300**

Static image and URL link

*Home, Golf Passport, Events, Travel, Features*

**EXCLUSIVE DEALS: 640 x 385**

Image with text and button overlay

*Home*

**LARGE BLACK & WHITE IMAGE: 960 x 960**

Static image with text overlay and button

*Travel, Features*

**MAP FEATURE (size varies)**

Image and 40 words of copy

*Travel*

**COVER AD OR VIDEO: 1500 x 600**

Image or Vimeo/YouTube link

*Events, Travel, Features*

**ONLINE PROMO: 640 x 385**

Static image with text overlay

*Travel*

**IMPACT SIDEBAR BANNER: 300 x 600**

Static image and URL link

*Travel, Features*

**CONTENT FEATURE (size varies)**

Static image with text underlay

*Travel, Features*

## COLORADO AVIDGOLFER BLOG PAGES

The following sizes are available on blog pages only.

**LEADERBOARD: 728 x 90 and 320 x 50**

Image or Vimeo/YouTube link

NOTE: Both sizes required

**BANNER: 300 x 250**

Static image and URL link

## WEEKLY E-NEWSLETTER

The following sizes are available in the weekly e-newsletter.

**LEADERBOARD: 728 x 90**

Static ad only, no flash files accepted

**PROMO OFFER: 350 x 292**

Static image and URL link with text underlay

**BILLBOARD: 600 x 300**

Static ad only, no flash files accepted

**CONTENT MARKETING FEATURE**

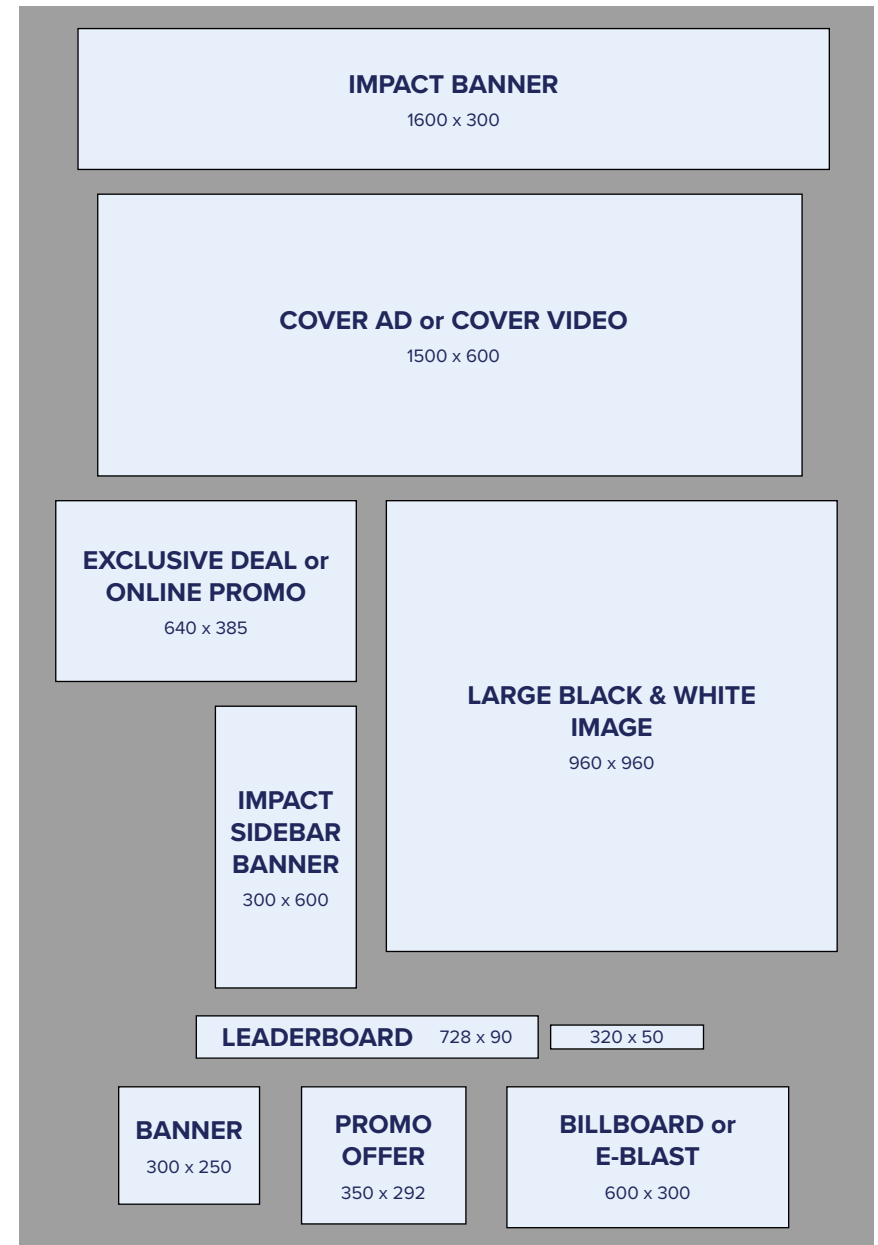
3-5 images & 300-500 words of content copy

## E-BLAST

The following sizes are available in exclusive email blasts.

**600 X 300 or 600 X 600**

Static image with ~100 words of promotional copy and URL clickthrough link



## SUBMISSION INFO

**E-MAIL ALL AD MATERIALS TO** [drew@coloradoavidgolfer.com](mailto:drew@coloradoavidgolfer.com). Please proofread your ad for errors before sending.

Materials are due one week before contracted start date. Please contact [drew@coloradoavidgolfer.com](mailto:drew@coloradoavidgolfer.com) with any questions.