

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. Please proofread your ad for errors before sending.

Materials are due at ad close. Please contact 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 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

ALL AD MATERIALS ARE DUE BY 5 P.M.

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

ISSUE	AD RESERVATION	AD DUE DATE
SPRING (FEB/MARCH)	1/13/20	1/15/20
APRIL	3/9/20	3/11/20
MAY	4/6/20	4/8/20
JUNE	5/4/20	5/6/20
JULY	6/8/20	6/10/20
AUGUST/SEPTEMBER	7/6/20	7/8/20
FALL (OCT/NOV)	9/7/20	9/9/20
WINTER (DEC/JAN)	11/2/20	11/4/20

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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

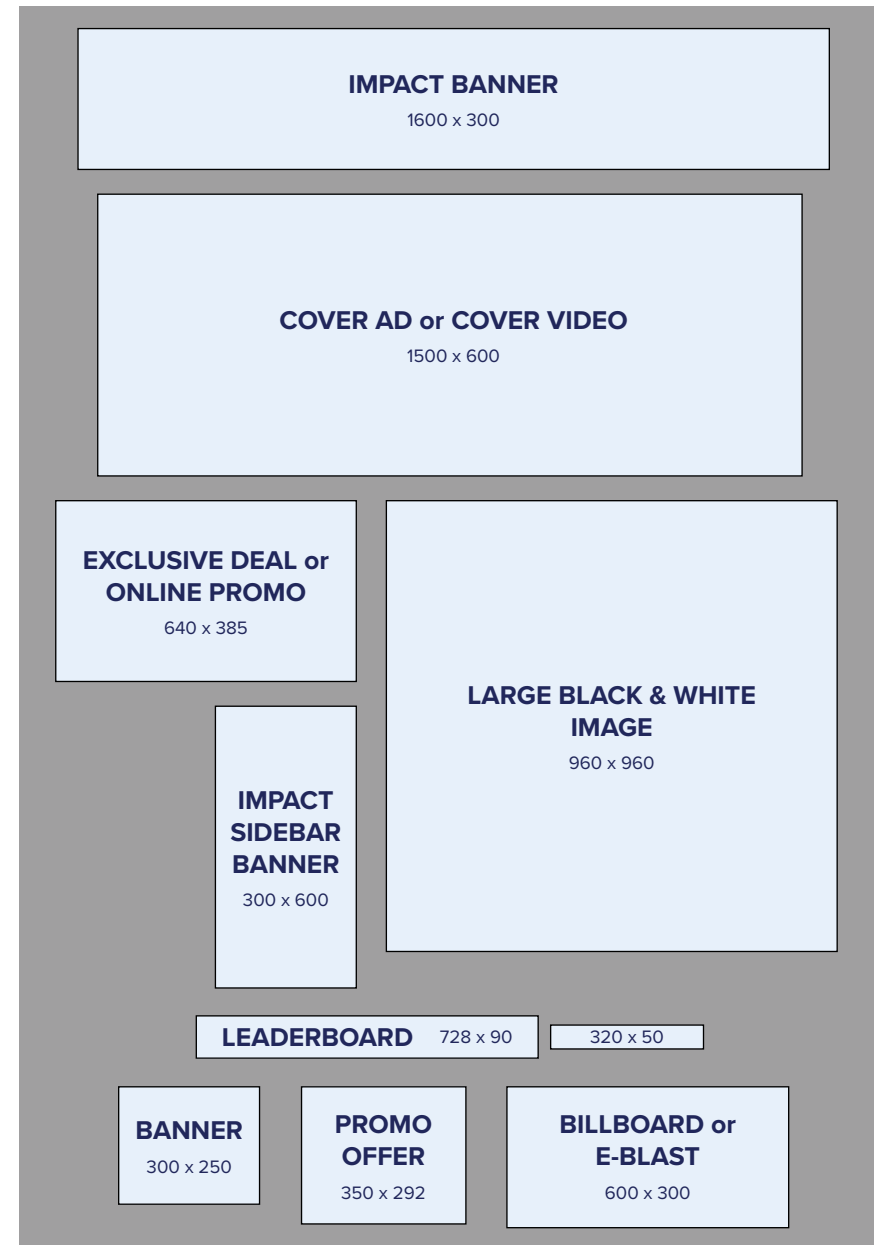
3-5 images & 300-500 words of content copy

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. Please proofread your ad for errors before sending.

Materials are due one week before contracted start date. Please contact drew@coloradoavidgolfer.com with any questions.