

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)	9/14/20	9/16/20
WINTER (DEC/JAN)	11/9/20	11/11/20

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