

# 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)	1/28/22	1/31/22
APRIL	3/5/22	3/7/22
MAY	4/2/22	4/4/22
JUNE	4/30/22	5/2/22
JULY	6/4/22	6/6/22
AUGUST/SEPTEMBER	7/2/22	7/4/22
FALL (OCT/NOV)	9/3/22	9/5/22
WINTER (DEC/JAN)	10/29/22	10/31/22

### SUBMISSION INFO

**E-MAIL ALL AD MATERIALS TO** [michelle@coloradoavidgolfer.com](mailto:michelle@coloradoavidgolfer.com). Please proofread your ad for errors before sending. Materials are due at ad close. Please contact [michelle@coloradoavidgolfer.com](mailto:michelle@coloradoavidgolfer.com) with any questions regarding file preparation.

# PRINT AD SPECS

## FULL PAGE AD SIZES

All dimensions are listed in INCHES, width X height.  
**MUST** include bleed area. Please **DO NOT** include crop marks.

**TWO PAGE SPREAD MUST**  
include 0.25" bleed area on ALL sides.  
Please **DO NOT** include crop marks.

**BLEED SIZE:** 17.25" X 11.375"

**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 MUST**  
include 0.25" bleed area on ALL sides  
Please **DO NOT** include crop marks.

**BLEED SIZE:** 8.875" X 11.375"

**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 HORIZONTAL:** 7.375" X 4.8542"

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

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

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

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

## FILE REQUIREMENTS

Files should be created in the appropriate size as indicated below.

Fees will be incurred for files that we have to modify or recreate.

Press-optimized PDF File Format is preferred (PDF/X-4:2008), you may include bleed marks but please **DO NOT** include crop marks in your file.

## IMAGE RESOLUTION

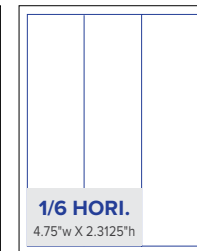
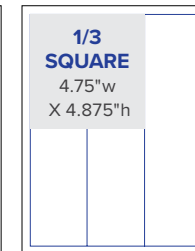
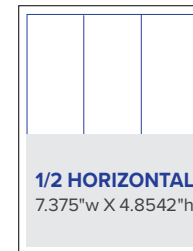
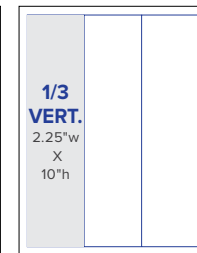
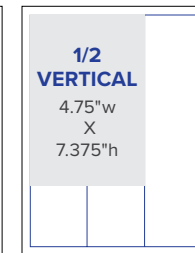
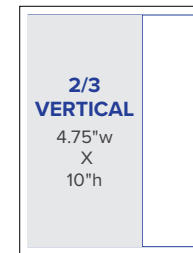
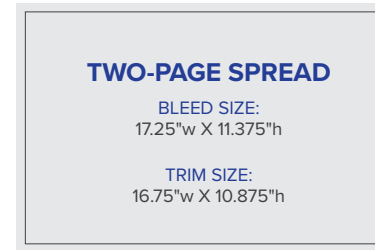
300 dpi is required for all image files. 72 dpi files are not acceptable.

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.



## GATEFOLDS & INSERTS

Please contact [michelle@coloradoavidgolfer.com](mailto:michelle@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.

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