

# 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 9.875"

**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 9.875"

**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.

### TWO-PAGE SPREAD

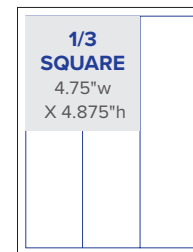
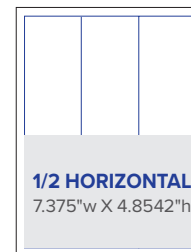
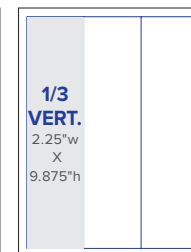
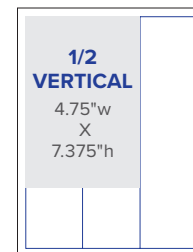
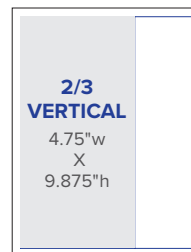
**BLEED SIZE:**  
17.25"w X 11.375"h

**TRIM SIZE:**  
16.75"w X 10.875"h

### FULL PAGE SINGLE

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

**TRIM SIZE:**  
8.375"w X 10.875"h



## 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.

## 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.