Colorado AvidGolfer

///

TWO-PAGE SPREAD

FULL PAGE SINGLE

1/3 SQUARE

1/2 HORIZONTAL

2/3 VERTICAL

1/3 VERTICAL

1/2 VERTICAL

1/6 HOR.
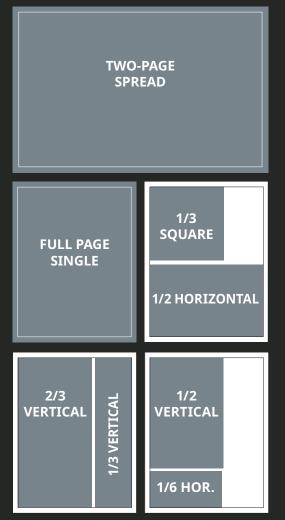
Print Ad Specs

All dimensions are listed in inches, width x height. If your two page spread or full page ad has a bleed, do not include crop marks. Scan the QR code below for an explanation of bleed, safe/live and trim area dimensions!

DIMENSIONS

TWO PAGE SPREAD
BLEED Size: 17.25" x 11.375"
TRIM Size: 16.75" x 10.875"
SAFE/LIVE Area: 16.25" x 10.375"

FULL PAGE AD
BLEED Size: 8.875" x 11.375"
TRIM Size: 8.375" x 10.875"
SAFE/LIVE Area: 7.875" x 10.375"

Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed

FRACTIONAL ADS
Do not include bleed or crop marks.

1/3 Square: 4.75" x 4.875"
1/2 Horizontal: 7.375" x 4.8542"
2/3 Vertical: 4.75" x 9.875"
1/3 Vertical: 2.25" x 9.875"
1/2 Vertical: 4.75" x 7.375"
1/6 Horizontal: 4.75" x 2.3125"

GATEFOLDS & INSERTS
Contact cdeconna@coloradoavidgolfer.com for specifications on gatefolds, bound-in inserts and loose inserts. Artwork must be approved by printer one week prior to materials due deadline.

FILE REQUIREMENTS
Files should be created in the appropriate size as indicated to the left. Fees will be incurred for files that we have to modify or recreate. Press-optimized PDF File Format is preferred (PDF/X-4:2008). 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 60% cyan, 40% magenta, 30% yellow, and 100% black for a denser, rich black.

SUBMISSION INFO
Please proofread your ad for errors before sending. All ad materials are due at ad close. For any questions regarding file preparation, deadlines, or to send your press ready files, email Chris DeConna., the Colorado AvidGolfer Art Director, at cdeconna@coloradoavidgolfer.com.

NOT SURE OF WHAT BLEED, TRIM AND SAFE/ LIVE AREA ARE? <<< SCAN HERE