

# PRINT AD SPECS

All dimensions are listed width X height

## FULL PAGE AD SIZES

**TWO PAGE SPREAD** MUST include bleed area. Do not include crop marks.

**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** MUST include bleed area. Do not include crop marks.

**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"

**1/2 HORIZONTAL:** 7.375" X 4.8542"    **1/3 VERTICAL:** 2.25" X 10"

**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. 72dpi files are not acceptable; ad materials supplied with low resolution images and/or graphics will be returned.

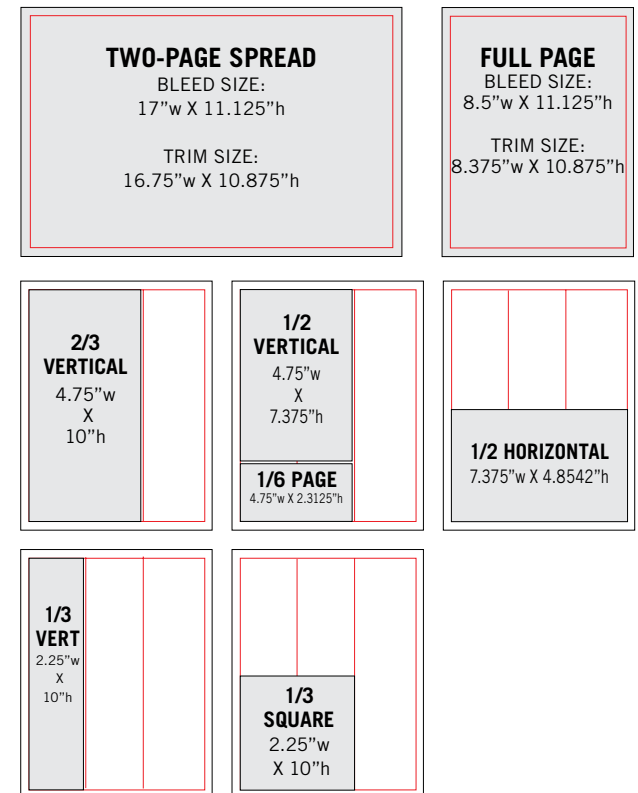
## COLOR PROFILE

Colorado AvidGolfer is printed using 4-color process.  
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 black.

## GENERAL INFO

Materials are due at ad close. **E-MAIL YOUR AD MATERIALS TO** cindy@coloroavidgolfer.com  
**FOR ANY QUESTIONS** regarding file preparation please contact jani@coloroavidgolfer.com



## GATEFOLDS & INSERTS

Please contact jani@coloroavidgolfer.com for specifications for gatefolds, bound-in inserts and loose inserts. Artwork MUST be approved by printer one week prior to materials due deadline.

# DIGITAL AD SPECS

## HOME

- TOP LEADERBOARD 728 X 90** (static ads only, no flash files accepted)
- ROTATING PROMO 436 X 400** (static image and url link)
- BANNER AD 300 X 250**    **BANNER AD 300 X 600**
- SKIN 160 X 900** (two static ads on left and right, no flash files accepted)

## EVENTS/GEAR/INSTRUCTION/LIFESTYLE/NEWS

- TOP LEADERBOARD 728 X 90** (static ads only, no flash files accepted)
- ROTATING PROMO 620 X 372** (static image and url link)
- BANNER AD 300 X 250**    **BANNER AD 300 X 600**
- SKIN 160 X 900** (two static ads on left and right, no flash files accepted)

## TRAVEL (main page)

- TOP LEADERBOARD 728 X 90** (static ads only, no flash files accepted)
- ROTATING PROMO 620 X 372** (static image and url link)
- BANNER AD 300 X 250**    **BANNER AD 300 X 600**
- SKIN 160 X 900** (two static ads on left and right, no flash files accepted)

## REGIONAL TRAVEL PAGES (Arizona, New Mexico, Nevada, Utah)

- TOP LEADERBOARD 728 X 90** (static ads only, no flash files accepted)
- BANNER AD 300 X 250**    **BANNER AD 300 X 600**
- SKIN 160 X 900** (two static ads on left and right, no flash files accepted)
- STAY/PLAY PACKAGES** (resorts/golf offers) 1-2 images with copy describing property and offer
- CONTENT MARKETING POST** 1-5 images with content copy and/or press release

## COURSES/PASSPORT

- TOP LEADERBOARD 728 X 90** (static ads only, no flash files accepted)
- ROTATING PROMO 620 X 372** (static image and url link)
- BANNER AD 300 X 250**    **BANNER AD 300 X 600**
- SKIN 160 X 900** (two static ads on left and right, no flash files accepted)
- COURSE/PRODUCT LISTING** 1-2 images with copy describing course/product

## RUN OF SITE

- TOP LEADERBOARD 728 X 90** (static ads only, no flash files accepted)
- BANNER AD 300 X 250**    **BANNER AD 300 X 600**

- WEEKLY NEWSLETTER**
- TOP LEADERBOARD 728 X 90**  
(static ads only, no flash files accepted)
- TOP BILLBOARD 728 X 90**  
(static ads only, no flash files accepted)
- PROMO OFFER 300 X 250** (static image and url link)
- CONTENT MARKETING POST** 1-5 images with content copy and/or press release

- EXCLUSIVE/CUSTOM BLAST**
- 600 X 600** (1 static image with promotional copy and url link)

## FILE REQUIREMENTS

Artwork should be 72KB in JPG, GIF and/or PNG, Flash or Static format. Flash version 6. Recommended animation length is 15 seconds, maximum number of loops is 3. There is a two business day turnaround time once all creative has been submitted to Colorado AvidGolfer.

## DIGITAL AD SUBMISSION INFO

Materials are due one week before contracted campaign start date. Please proofread your ad (check spelling, address, phone number, etc).

**FOR ANY QUESTIONS** regarding file preparation and to **SUBMIT YOUR ARTWORK**, please e-mail michael@coloroavidgolfer.com

