

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.

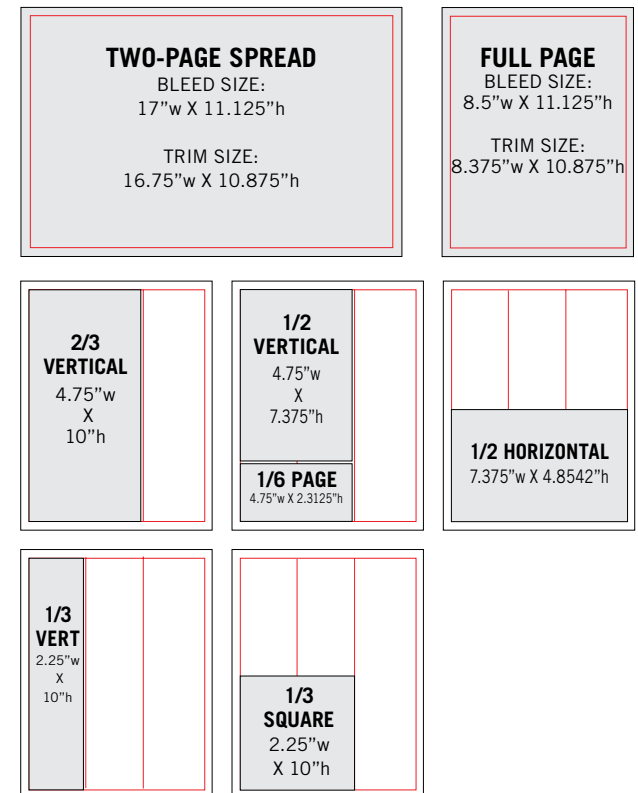
COLOR PROFILE

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@coloradoavidgolfer.com
FOR ANY QUESTIONS regarding file preparation please contact jani@coloradoavidgolfer.com



GATEFOLDS & INSERTS

Please contact jani@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.

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)
- MEDIUM RECTANGLE AD 300 X 250** **HALF PAGE 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)
- MEDIUM RECTANGLE AD 300 X 250** **HALF PAGE 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)
- MEDIUM RECTANGLE AD 300 X 250** **HALF PAGE 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)
- MEDIUM RECTANGLE AD 300 X 250** **HALF PAGE 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)
- MEDIUM RECTANGLE AD 300 X 250** **HALF PAGE 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)
- MEDIUM RECTANGLE AD 300 X 250** **HALF PAGE AD 300 X 600**

- WEEKLY NEWSLETTER**
- TOP LEADERBOARD 728 X 90**
(static ads only, no flash files accepted)
- TOP BILLBOARD 600 X 300**
(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@coloradoavidgolfer.com

