CONTENT

Our award-winning editorial encourages readers to embrace the game of golf and the lifestyle surrounding it.

2017 GEAR GUIDE

Put the Wood to Your Swing
A two-by-four drill will help nail your impact position.

Vance Joseph's
Biggest Lift

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;
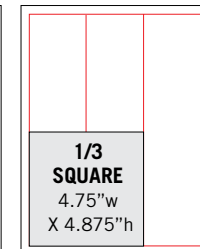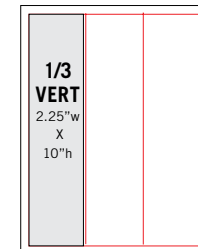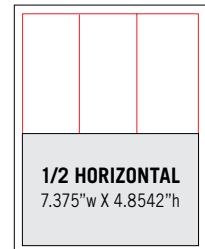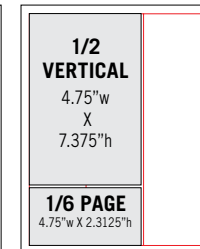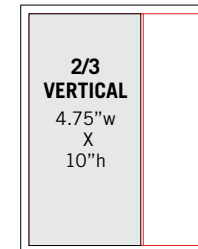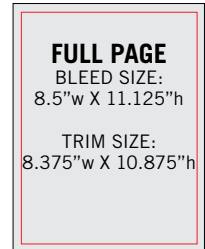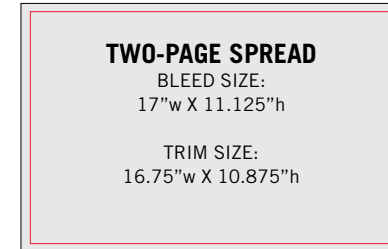ad materials supplied with low resolution images and/or graphics will be returned.

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

TWO-PAGE SPREAD
BLEED SIZE:
17"w X 11.125"h

TRIM SIZE:
16.75"w X 10.875"h

FULL PAGE
BLEED SIZE:
8.5"w X 11.125"h

TRIM SIZE:
8.375"w X 10.875"h

2/3 VERTICAL
4.75"w X 10"h

1/2 VERTICAL
4.75"w X 7.375"h

1/6 PAGE
4.75"w X 2.3125"h

1/2 HORIZONTAL
7.375"w X 4.8542"h

1/3 VERT
2.25"w X 10"h

1/3 SQUARE
4.75"w X 4.875"h

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.

COLORADO AVIDGOLFER

coloradoavidgolfer.com | 720-493-1729

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 1000 *(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 1000 *(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 1000 *(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 1000 *(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 1000 *(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 alex@coloradoavidgolfer.com

TOP LEADERBOARD 728 x 90

BANNER AD 300 x 250

SKIN 160 x 1000

TOP LEADERBOARD 728 x 90

SKIN 160 x 1000

BANNER AD 300 x 600

PROMO POST