

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

All dimensions are listed width X height.
All non-video assets should be static image 150dpi, under 150kb in
JPG/PNG/GIF format no flash files accepted.

HOME PAGE

MAIN IMPACT BANNER 1600x300 (static image and URL link)
EXCLUSIVE DEALS 640x385 (image with text and button overlay)

GOLF PASSPORT PAGE

MAIN IMPACT BANNER 1600x300 (static image and URL link)
SECONDARY IMPACT BANNER 1600x300 (static image and URL link)

EVENTS HOME PAGE

COVER AD OR VIDEO 1500x975 (image or Vimeo/YouTube link)
MAIN IMPACT BANNER 1600x300 (static image and URL link)
INDIVIDUAL EVENTS PAGES
COVER AD OR VIDEO 1500x975 (image or Vimeo/YouTube link)
MAIN IMPACT BANNER 1600x300 (static image and URL link)
SECONDARY IMPACT BANNER 1600x300 (static image and URL link)

TRAVEL HOME PAGE

COVER AD OR VIDEO 1500x975 (image or Vimeo/YouTube link)
TOP SIDE BY SIDE AD 960x400 (static image with text and button overlay)
MAIN IMPACT BANNER 1600x300 (static image and URL link)
MAP FEATURE (image and 40 words of copy)

INDIVIDUAL TRAVEL PAGES

COVER AD OR VIDEO 1500x975 (image or Vimeo/YouTube link)
MAIN IMPACT BANNER 1600x300 (static image and URL link)
CONTENT BUCKETS 478x380 (static image with text underlay)
SECONDARY IMPACT BANNER 1600x300 (static image and URL link)
LARGE BLACK & WHITE IMAGE 960x752 (static image with text underlay and button)
EXCLUSIVE DEALS 640x385 (static image with text and button overlay)

FEATURES HOME PAGE

COVER AD OR VIDEO 1500x975 (image or Vimeo/YouTube link)
MAIN IMPACT BANNER 1600x300 (static image and URL link)
CONTENT BUCKETS 478x380 (static image with text underlay)
SECONDARY IMPACT BANNER 1600x300 (static image and URL link)

INDIVIDUAL FEATURE PAGES

COVER AD OR VIDEO 1500x975 (image or Vimeo/YouTube link)
MAIN IMPACT BANNER 1600x300 (static image and URL link)
CONTENT BUCKETS 365x290 (static image with text underlay)
SECONDARY IMPACT BANNER 1600x300 (static image and URL link)
LARGE BLACK & WHITE IMAGE 960x752 (static image with text underlay and button)

BLOG PAGES

LEADERBOARD 728x90 (image or Vimeo/YouTube link)
BANNER 300x250 (static image and URL link)



COVER AD OR VIDEO 1500x975

MAIN IMPACT BANNER 1600x300

MAP FEATURE

LARGE BLACK & WHITE IMAGE 960x752

CONTENT BUCKETS 478x380

EXCLUSIVE DEALS 640x385

SECONDARY IMPACT BANNER 1600x300

WEEKLY NEWSLETTER

LEADERBOARD 728x90 (static ads only, no flash files accepted)
TOP BILLBOARD 620x372 (static ads only, no flash files accepted)
PROMO OFFER 320x292 (static image and URL link)
CONTENT MARKETING FEATURE 1-5 images with content copy and/or press release
BOTTOM BILLBOARD 620x372 (static ads only, no flash files accepted)

EXCLUSIVE/CUSTOM BLAST

600x300 (1 static image with promotional copy and URL link)

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 email drew@coloradoavidgolfer.com