# 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.

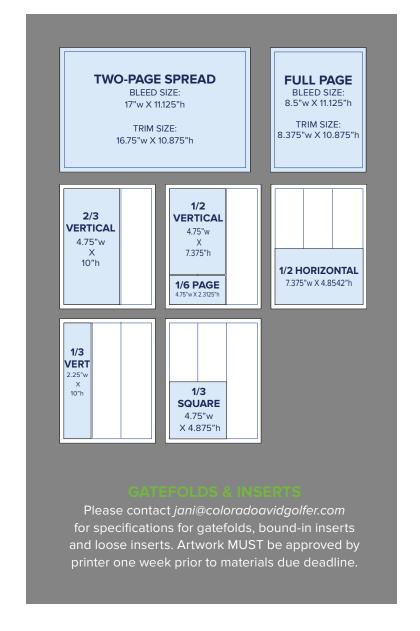
## **COLOR PROFILE**

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* 





# 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)

