

# 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](mailto:cindy@coloradoavidgolfer.com)  
**FOR ANY QUESTIONS** regarding file preparation please contact [jani@coloradoavidgolfer.com](mailto: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](mailto: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](mailto:drew@coloradoavidgolfer.com)

<b>2019 ISSUE</b>	<b>SPACE RESERVATION DUE DATE</b>	<b>MATERIALS DUE DATE</b>	<b>DROP DEAD DATE</b>
<b>SPRING</b> (FEB/MAR)	1/9/19	<b>1/16/19</b>	<b>1/23/19</b>
<b>APRIL</b>	2/19/19	<b>3/6/19</b>	<b>3/13/19</b>
<b>MAY</b>	3/20/19	<b>4/3/19</b>	<b>4/10/19</b>
<b>JUNE</b>	4/17/19	<b>5/1/19</b>	<b>5/8/19</b>
<b>JULY</b>	5/22/19	<b>6/5/19</b>	<b>6/12/19</b>
<b>AUGUST/SEPT</b>	6/26/19	<b>7/10/19</b>	<b>7/17/19</b>
<b>FALL</b> (OCT/NOV)	8/21/19	<b>9/11/19</b>	<b>9/18/19</b>
<b>WINTER</b> (DEC/JAN)	10/16/19	<b>10/30/19</b>	<b>11/6/19</b>