

Outside Bozeman Print Ad Specifications

2010 AD DEADLINES

	Spring 2010	Summer 2010	Fall 2010	Winter 2010-11
SPACE RESERVATIONS / COPY DUE	2/19/10	5/14/10	8/6/10	11/12/10
PRINT-READY ADS DUE	3/01/10	5/24/10	8/16/10	11/22/10
PUBLICATION DATE	3/22/10	6/18/10	9/10/10	12/13/10

*All dates are approximate; contact a salesperson for firm deadlines.

MECHANICAL REQUIREMENTS

Print-ready ads: Submit print-ready ads whenever possible, making sure to flatten your artwork. This ensures we will not be missing fonts or images from your original design.

Copy: Magazine is created in InDesign CS2. Submit all logos, photos, and artwork in CMYK, 300 dpi, using the following versions and formats: JPG, PDF, TIFF.

Submitting: FTP information: ftp.outsidebozeman.com, user: obphotos, password: outdoors or e-mail TIFF, PDF or JPEG to ads@outsidebozeman.com (RGB okay by e-mail) or bring a disk with all files/fonts to 313 West Mendenhall if applicable.

TERMS & CONDITIONS

Payment: 50% down payment due upon space reservation; balance due at printing. Late fees assessed as applicable. Cancellations or failure to produce copy/artwork by deadline are subject to a 50% cancellation fee. Make checks payable to **Outside Bozeman**.

Design Fees: We have freelance designers available to create your ad for a reduced rate; contact us for more information.

Discounts: Advertisers committing to multiple issues receive a special discount (see pricing sheet). Non-profits receive a 20% discount. There is also a 5% discount for full pre-payment.

Restrictions: Unless part of a special section, clip-out coupons are not allowed as part of any advertisement. No changes to ads may be made after final proof sign-off. Failure to make payment deadlines may result in a printing delay or in the omission of your ad.

AD DIMENSIONS

Size	Width	Height
Full Page	7.375	9.875
Full Page - Full Bleed	8.875*	11.375*
2/3-Page Vertical	4.86	9.875
1/2-Page Vertical	3.6	9.875
1/2-Page Horizontal	7.375	4.854
1/3-Page Vertical	2.347	9.875
1/3-Page Horizontal	7.375	3.18
1/3-Page Square	4.86	4.854
1/4-Page	3.625	4.854
1/6-Page Vertical	2.347	4.854
1/6-Page Horizontal	4.86	2.34
1/9-Page	2.347	3.18
1/12-Page	2.347	2.34

*Important: For full page, full bleed, keep all live matter (type, borders, etc.) at least .5" from all trim edges and gutters.

