

Gold Clipper

magazine

3rd Party Ad Information

Please Comply with Specifications Below

THE BEST AND MOST COMPATIBLE WAY TO SEND A FILE TO US IN .PDF FORMAT
All PDF files should be saved at 300 dpi or higher and have the fonts embedded.

AD PAGE DIMENSIONS:

Full Page.....5.5" x 9.25"
 ½ Page.....5.5" x 4.5"
 ½ Page Long2.625" x 9.25"
 ¼ Page.....2.625" x 4.5"
 ¼ Page Long5.5" x 2.07"

POSTCARD:

Front (bleed): Finished Size 9" x 5"
 (add .25" around all sides for bleed)
**Be Sure To Keep Important Info Within A Dimension of 8.75" x 4.75"*
 Back (no bleed): 4.75" x 4.75" (Print Area)

INSERT:

Finished Size: 8.5" x 11" (add .25" around all sides for bleed)
**Be Sure To Keep Important Info Within A Dimension of 8" x 10.5"*

FRONT COVER:

Large Block: 4.813" x 4.613"
 Small Block: 1.055" x 1.0882"
****All Files Need To Be No Less Than 300 dpi & In CMYK**

Accepted Programs:

InDesign CC	PC	<i>All other formats</i>
Illustrator CC	PC	<i>cannot be opened at</i>
Photoshop CC	PC	<i>The Gold Clipper</i>

**If you are working in a Macintosh Environment,
 your ad must be submitted in .PDF or .JPEG format.**

Accepted Formats:

300 DPI or higher .PDFs are the best format to send a file. We also accept .eps, .jpeg, and .bmp files. **NO WORD DOCUMENTS!**

What to Check & Submit:

COLOR:

All color in the document must be CMYK. Pantone and other Non-CMYK colors are unacceptable. Color substitutions will be made if these are used.

ART:

All art, logos, & scans supplied must be in high resolution. 300dpi is the accepted minimum.

Any artwork that is scanned or emailed that are 72 dpi will come out blurry and low quality when printed. For best results please send all images at 300dpi.

NOTE: *Artwork/graphic/photos from the internet are normally low resolution which in print will be grainy, dark, and blurry when published in the magazine. Please try to avoid the use of them.*

FONTS:

All fonts used in the ad must be supplied. Any fonts not enclosed will be substituted with a similar font. Please remember to include Printer fonts along with screen fonts.

Coupon Replacement:

Must allow for flexible coupon format.

Coupons can only be half of the ad size: top, bottom, or side.

**PLEASE CONTACT YOUR SALES REPRESENTATIVE IF YOU
 HAVE QUESTIONS OR CHANGES TO YOUR AD COPY**

(ALL CHANGES MUST BE MADE THROUGH YOUR SALES REPRESENTATIVE! NO EXCEPTIONS!)