

GOLD CLIPPER

3RD PARTY AD INFORMATION 2019

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 10.125"
*Bleed for Full Page Only (add .50" around all sides except top .75", finished size 6.5" x 11.375 *KEEP ALL IMPORTANT CONTENT in the actual ad size 5.5" x 10.125"*)
- ½ Page.....5.5" x 4.7714"
- ½ Page Long2.625" x 10.125"
- ¼ Page.....2.625" x 4.7714"
- ¼ Page Long5.5" x 2.07"

FRONT COVER AD:

Safe Ad Space: 5.5" wide x 6.80" high
 *Please add a Bleed that is .75" on all sides.
KEEP ALL IMPORTANT CONTENT in the actual ad size 5.5" x 6.80"
 (You may request our Front Cover Template if you're creating your own creative)

BACK COVER AD:

Ad Size: 5.5" x 10.125"
 *Bleed for Back Cover (add .50" around all sides except top .75", finished size 6.5" x 11.375" . *KEEP ALL IMPORTANT CONTENT in the actual ad size 5.5" x 10.125"*)
Ad has a horizontal Mailing Label Block on the Top Right Hand Corner that must be left blank!!!!
 Size of block is 2" x 4"
 **All Files Need To Be No Less Than 300 dpi & In CMYK

POSTCARD:

Front (bleed): Finished Cut Size 9" x 5" (add .25" around all sides for bleed. File size should be: 9.5" x 5.5")
 *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 Cut Size: 8.5" x 11" (add .25" around all sides for bleed, File size should be: 9" x 11.5")
 *Be Sure To Keep Important Info Within A Dimension of 8" x 10.5"

ACCEPTED PROGRAMS:

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

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.

ARTWORK • PHOTOS • LOGOS:
All 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.

FILE NAMING:
 Please do not name your file "Gold Clipper".
 Name files like this example:
 YourCompanyName_GoldClipper_Date_1
 (If you have several photos, please ad a 1, 2, etc. after.)

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!**

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!)