

# 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 Long .....2.625" x 9.25"  
 ¼ Page.....2.625" x 4.5"  
 ¼ Page Long .....5.5" 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: 4.265" x 4.4"  
 Long Banner: 4.81" x 1.21"  
 Small Block: 1.06" x 1.09"

### BACK COVER AD:

Ad Size: 5.5" x 9.25"  
*Ad has a 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*

### 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>

### 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.

**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!)*