

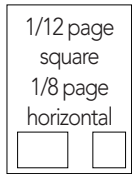


# AD SPECS

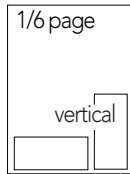
## MAGAZINE

### AD SIZES & SHAPES

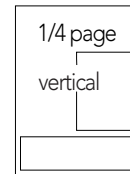
(width x height)



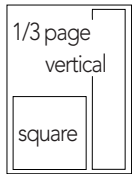
**1/12 Square**  
2-1/4 x 2-1/4"  
**1/8 Horizontal**  
3-1/2 x 2-1/4"



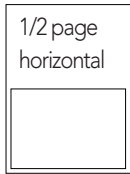
**1/6 Vertical**  
2-1/4 x 4-3/4"  
**1/6 Horizontal**  
4-3/4 x 2-1/4"



**1/4 Vertical**  
3-1/2 x 4-3/4"  
**1/4 Horizontal**  
7-1/4 x 2-1/4"



**1/3 Page Vertical**  
2-1/4 x 9-3/4"  
**1/3 Page Square**  
4-3/4 x 4-3/4"



**1/2 Pg. (non bleed)**  
7-1/4 x 4-3/4"  
**1/2 Page (bleed)**  
Bleed Size:  
8-1/2 x 5-3/8"  
Critical text area:  
7-1/4 x 4-3/4"



**Full Pg. (non bleed)**  
7-1/4 x 9-3/4"  
**Full Page (bleed)**  
Trim Size:  
8 x 10 1/2"  
Bleed Size:  
8-1/2 x 11"  
Critical text area:  
7-1/4 x 9-3/4"

Please submit file as print-ready High Resolution PDF or CMYK TIFF. Please also submit a lo-res JPEG as a proof file for check for font accuracy. For Hi-res PDF please ensure that all fonts are embedded and/or all text is converted to paths/curves/vector objects in design program before exporting to PDF. CMYK Tiffs should be no lower than 300 dpi resolution. Unless a press match proof is physically forwarded to our offices, "pleasing colour" will be deemed as being acceptable for print colour accuracy.

## WEBSITE

### AD SIZES & SHAPES

Shape	Size (WxH)	Name	Max. File Size	Max. Animation Length
	728x90	Leaderboard	40k	15 sec
	300x250	Medium Rectangle	40k	15 sec
	468x60	Full Banner	40k	15 sec
	120x240	Skyscraper (Vert. Banner)	40k	15 sec
	120x90	Button	20k	na

Design is extra and billed at \$65 per hour; Ads On Newsletter Must Be Able To Be "Static"

**You can upload all ads to our FTP server at [www.igdesign.ca](http://www.igdesign.ca) or email to [production@insidegolf.ca](mailto:production@insidegolf.ca). Always use a file compression program to create an archive containing all related files.**