

Outside Bozeman Print Ad Specifications

12/28/2016

2017 AD DEADLINES

	SPRING 2017	SUMMER 2017	FALL 2017	WINTER 2017-18
SPACE RESERVATIONS / COPY DUE	2/10/17	5/5/17	8/4/17	10/20/17
PRINT-READY ADS DUE	2/20/17	5/15/17	8/14/17	10/30/17
PUBLICATION DATE	3/13/17	6/12/17	9/4/17	11/20/17

*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 CC. Submit all logos, photos, and artwork in CMYK, 300 dpi, using the following versions and formats: JPG, PDF, TIFF.

DO NOT INCLUDE ANY CROPMARKS OR COLOR BARS WITH FINAL ARTWORK.

Submitting: FTP information: sftp.outsidebozeman.com, user: obads, password: outdoors, port: 8022 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.

Note: A border may be added to your finished ad during layout (if it does not already include one) at the discretion of the Art Director.

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 in-house and 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.

406-582-8068 | sales@outsidebozeman.com

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, logos, web addresses, etc.) at least .5" in from Bleed edge, or 0.25" in from Trim Edge. **Final trim size is approximately 8.375 x 10.875".**

