

# Outside Bozeman Print Ad Specifications

12/31/2018

## 2019 AD DEADLINES

	SPRING 2019	SUMMER 2019	FALL 2019	WINTER 2019-20
SPACE RESERVATIONS / COPY DUE	2/8/19	5/3/19	8/2/19	10/26/19
PRINT-READY ADS DUE	2/18/19	5/13/19	8/12/19	11/4/19
PUBLICATION DATE	3/11/19	6/3/19	9/9/19	12/2/19

\*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](http://sftp.outsidebozeman.com), user: obads, password: outdoors, port: 8022 or e-mail TIFF, PDF or JPEG to [ads@outsidebozeman.com](mailto: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](mailto: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".**

