

## SPECS...

### Submitting Advertisements

All ads and ad content must be sent to **MARGOTLS@AOL.COM**

Advertisements that are being submitted by the customer or by their designer must be Camera Ready. Camera Ready files are prepared specifically for output on a printing press. When prepared properly for press, files are set up for color separations (or color seps. for short) and include any graphics and fonts used in the file. These files should require absolutely no changes. And they should also adhere to the following guidelines.

- 1) Ad should be in **CMYK**.
- 2) Ads should be sent in one of the following formats: **PDF** (please make sure that "include all fonts" is checked when PDFing and that file is flattened), **TIF**, **EPS** (if vector, make sure all text has been converted to outlines), and **JPG**.
- 3) **300dpi** resolution.
- 4) **Ad Size and Margins**, please refer to diagrams.

#### Sports & Activities Directory

(866) 499-9204 Office  
 (954) 499-8799 Fax  
 MargotLS@aol.com  
 2114 North Flamingo Road, #1269  
 Pembroke Pines, FL 33028

#### FULL PAGE Bleed Ad

Live Area  
7.75" x 10.375"

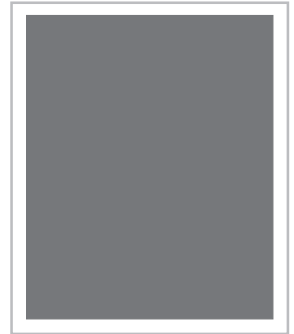
Trim Size  
8.25" x 10.875"

Bleed Size  
8.5" x 11.125"



#### FULL PAGE No-Bleed Ad

Ad Size  
7.75" x 10.375"



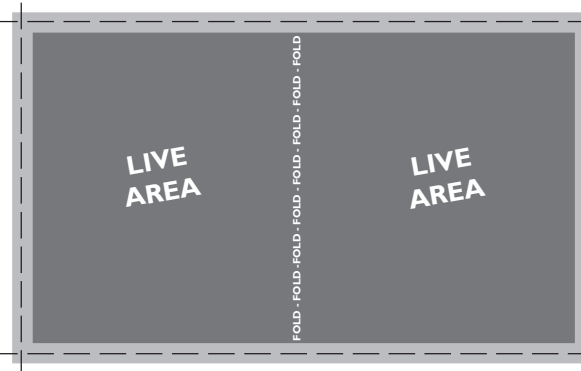
*\*All important information that you don't want to be cut-off should be in the "Live Area."*

#### SPREAD Bleed Ad

Live Area  
16" x 10.375"

Trim Size  
16.5" x 10.875"

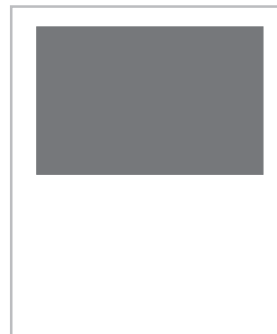
Bleed Size  
16.75" x 11.125"



*\*All important information that you don't want to be cut-off should be in the "Live Area." Keep important information away from the fold line, such as text, logos, etc.*

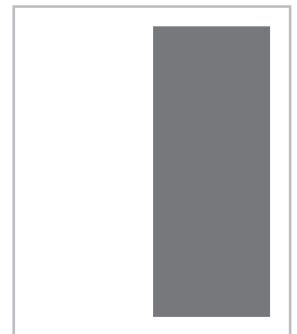
#### HALF PAGE Horizontal

Ad Size  
7.25" x 5"



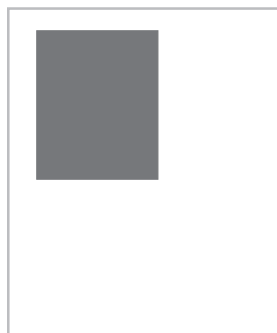
#### HALF PAGE Vertical

Ad Size  
3.5" x 10.375"



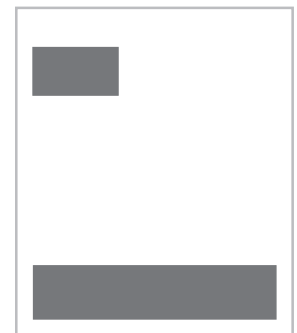
#### QUARTER PAGE

Ad Size  
3.5" x 5"



#### BUSINESS CARD

Ad Size  
3" x 2"



#### BANNER

Ad Size  
7.25" x 2"

