

# MECHANICAL SPECIFICATIONS

ISSUE	DIMENSION
Full Page Bleed	8-1/8" x 10-3/4"*
Full Page No Bleed	7-1/8" x 9-7/8"
Double 1/2 Page Spread Bleed	16.1/4 in" x 5"†
Double 1/2 Page Spread No Bleed	15.1/4 in" x 4-7/8"
Double 1/3 Page Spread Bleed	16.1/4 in" x 3-1/2"‡
Double 1/3 Page Spread No Bleed	15.1/4 in" x 3-1/8"
2/3 Page	4-5/8" x 9-7/8"
1/2 Page Horizontal	7-1/8" x 4-7/8"
1/3 Page Vertical	2-1/4" x 9-7/8"
1/3 Page Horizontal	7-1/8" x 3"
1/4 Page	3-3/8" x 4-7/8"
1/6 Page Vertical	2-1/4" x 40-7/8"
1/6 Page Horizontal	4-11/16" x 2-3/8"
1/12 Page	2-1/4" x 2-3/8"

## TRIM SIZE IS 8-1/8" X 10-3/4"

\* BLEED SIZE is 8-5/8" x 11-1/4" (includes 1/4" bleed; 1/2" live area)

\*\* BLEED SIZE is 16-3/4" x 11-1/4" (includes 1/4" bleed; 1/2" live area; 1" gutter)

† BLEED SIZE is 16-3/4" x 11-1/4" (includes 1/4" bleed; 1/2" live area: left, right, bottom only; 1" gutter)

‡ BLEED SIZE is 16-3/4" x 5.1/4" (includes 1/4" bleed; 1/2" live area: left, right, bottom only; 1" gutter)

Tanner Young Publishing Group will not assume any responsibility for advertising reproductions that do not conform to the requirements listed below.

## PRINT MATERIAL REQUIREMENTS

- Ads must be supplied as digital files
- Ads must be accompanied by a printed colour proof

## PRESS READY FILES

Acceptable formats include:

- PDF, all fonts embedded, images 300 dpi and placed at 100% size in the document
- EPS, type converted to outlines, images 300 dpi and placed at 100% size in the document
- TIFF, images 300 dpi and placed at 100% size in the document

Please ensure:

- All colours and images are CMYK (No RGB or PANTONE)
- Bleed ads include 1/4" bleed, crop marks outside of the bleed and live area for images and type is 1/2" inside the trim area
- All Images are 300 dpi and placed at 100% size in the document

## APPLICATION FILES

Acceptable formats include:

- InDesign CS4 and earlier
- Illustrator CS4 and earlier
- PhotoShop CS4 and earlier

Please ensure:

- All colours and images are CMYK (no RGB or PANTONE)
- Bleed ads include 1/4" bleed, crop marks outside of the bleed and live area for images and type is 1/2" inside the trim area
- All images are 300 dpi and placed at 100% size in the document
- All supporting files (images and fonts) are supplied with the application file

## MATERIAL FOR PRINT ADS BUILT BY TANNER YOUNG PUBLISHING

- Image size minimum 4"x6" at 300 dpi for up to 1/4 page ads
- Image size minimum 8"x10" at 300 dpi for half-page and full-page ads
- Text in digital format

## PROOFING REQUIREMENTS

- Digital proofs only, such as Iris or Fuji Pictro, are required by Tanner Young Publishing Group as a guide to colour reproduction
- All digital proofs must be generated from final file format supplied to Tanner Young Publishing Group for reproduction
- Colour lasers, tear sheets and black/white lasers will not be accepted for reference
- Tanner Young Publishing Group will not be held responsible for poor colour reproduction when a proper colour proof is not supplied

## WEBSITE MATERIAL REQUIREMENTS

### WEBSITE READY FILES

- Web optimized files: JPG or GIF
- Web Not-optimized files: TIF, EPS, PDF

### APPLICATION FILES

Acceptable formats include:

- InDesign CS4 and earlier
- Illustrator CS4 and earlier
- PhotoShop CS4 and earlier

Please ensure:

- All colours and images are RGB
- All supporting files (images and fonts) are supplied with the application file

## MATERIAL FOR WEB ADS BUILT BY TANNER YOUNG PUBLISHING

- Image size minimum 4"x6" at 72 dpi, RGB
- Text in digital format (TXT, RTF, DOC)

## DELIVERY INFORMATION

Please supply all material for the publication and website together.

## EMAIL

Email to [traffic@cowboycountrymagazine.com](mailto:traffic@cowboycountrymagazine.com)

- Please ensure that digital files sent via email are no larger than 10 MB in size. If larger, please post to FTP site (see below)
- Please use compression software to avoid file corruption

## YOUSENDIT

URL: [dropbox.yousendit.com/Tanner-Young-Publishing-Group](https://dropbox.yousendit.com/Tanner-Young-Publishing-Group)

- Drag and drop files (up to 2GB each) into You Send It folder

## FTP

Host: <ftp.worldweb.com>

User ID: [wedmftp](#)

Password: [6ucxw55](#)

- If uploading anything over 50 MB to the FTP site, please inform us before starting the upload; maximum file size is 100 MB
- Uploaded files have to be placed in a folder with the client's name, publication name and issue (i.e. Client\_CCCM\_OctNov2011)
- When the file is posted please email confirmation and file name to Traffic Coordinator

## COURIER

Deliver material to the address below.

## TRAFFIC COORDINATOR

Cheryl Lindquist

T 780-628-5217 E [traffic@cowboycountrymagazine.com](mailto:traffic@cowboycountrymagazine.com)