

MARKETPLACE ADVERTISING GUIDELINES

GENERAL STORE AD GUIDELINES

- The copy for your ad should not exceed 40 words.
- Your copy should contain a short headline, a short one-line descriptive phrase, or use the name of your company.
- The body copy should include your company name, address, phone/fax number, and web/e-mail address.
- Copy exceeding the 40-word count will be returned to you to be shortened to the proper word count.

ARTWORK FORMAT

- Image needs to be at least 300 ppi in resolution. The image size is 2.3334" W x 1.6704" H. Submit image and ad copy to dtaylor@cowboysindians.com.

REAL ESTATE/GETAWAYS AD GUIDELINES

- The copy for your ad should not exceed 100 words.
- Your copy should contain a short headline, a short one-line descriptive phrase, or use the name of your company.
- The body copy should include your company name, address, phone/fax number, and web/e-mail address.
- Copy exceeding the 100-word count will be returned to you to be shortened to the proper word count.

ARTWORK FORMAT

- Image needs to be at least 300 ppi in resolution. The image size is 3.5769" W x 1.6704" H. Submit image and ad copy to dtaylor@cowboysindians.com.

PROOFING OF AD

- Once the production department has finished the layout process for the MarketPlace section, we will e-mail you a proof for your review and approval.
- All corrections and approvals must be submitted in writing.