

# COWBOYS & INDIANS

## ADVERTISING GUIDELINES

### DISPLAY AD SIZES

#### Spread

Trim: 16.75" x 10.875"  
Pull Bleed to: 17" x 11.125"



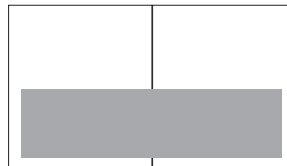
#### Full Page

Trim: 8.375" x 10.875"  
Pull Bleed to: 8.625" x 11.125"

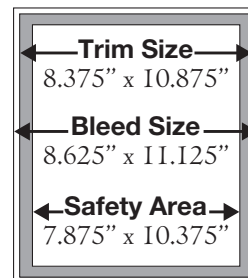


#### Billboard

Trim: 16.75" x 5.375"  
Pull Bleed to: 17" x 5.625"

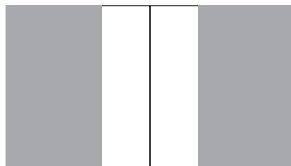


#### Example: Full Page



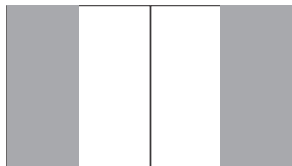
#### 2/3 Vertical (Bleed)

Trim: 5" x 10.875"  
Pull Bleed to: 5.25" x 11.125"



#### 1/2 Vertical (Bleed)

Trim: 4" x 10.875"  
Pull Bleed to: 4.25" x 11.125"



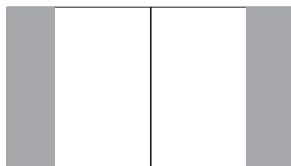
#### 1/2 Horizontal (Non-Bleed)

7.125" x 4.675"



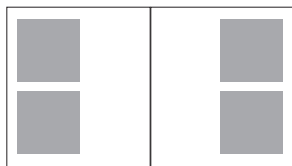
#### 1/3 Vertical (Bleed)

Trim: 2.75" x 10.875"  
Pull Bleed to: 3" x 11.125"



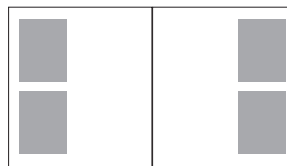
#### 1/3 Square (Non-Bleed)

4.625" x 4.625"



#### 1/4 Vertical (Non-Bleed)

3.5" x 4.675"



### PLEASE NOTE

#### TRIM

Final, cropped size of your ad.

#### BLEED

Add .125" to all sides of your Trim size.

#### SAFETY

Subtract .25" from Trim size. All type and logos should be within the Safety area.

Make sure crop marks are offset by at least .125".

### DISPLAY AD MATERIALS GUIDELINES

- High-resolution, press-ready PDF files preferred. EPS, JPG, and flattened TIFF files also accepted.
- Document must be built to the correct size.
- Color mode must be CMYK; no spot or Pantone colors.
- All image files must be updated and embedded, and have an effective resolution of 300 ppi or greater.
- Include your company name in the file name.

### SENDING INSERTION INFORMATION

Please include:

- Name of the ad file being sent.
- Contact information of the person responsible for the production of the ad.

Pickups:

- Submit in writing.
- Include issue date/cover.

### SEND AD VIA EMAIL

Send collected, stuffed files by email to:  
coor@cowboysindians.com

### SEND AD VIA THIRD PARTY TRANSFER

Files over 10MB may be sent via third party transfer website,  
c/o: coor@cowboysindians.com

### SEND AD VIA MAIL

Send your CD or disk along with a SWOP proof to:  
*Cowboys & Indians*  
Keely Junot  
6688 N. Central Expressway, Suite 650  
Dallas, TX 75206