ADVERTISING GUIDELINES

DISPLAY AD SIZES

Spread
Trim: 16.75" x 10.875"
Pull Bleed to: 17" x 11.125"
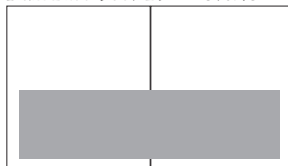
Full Page
Trim: 8.375" x 10.875"
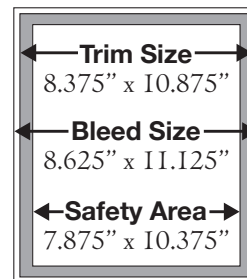Pull Bleed to: 8.625" x 11.125"

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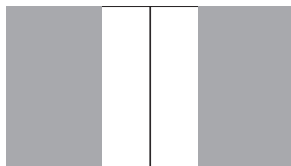Pull Bleed to: 17" x 5.625"

Example: Full Page

← Trim Size →
8.375" x 10.875"

← Bleed Size →
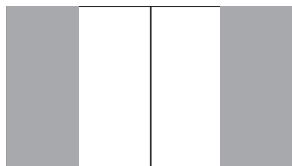8.625" x 11.125"

← Safety Area →
7.875" x 10.375"

2/3 Vertical (Bleed)
Trim: 5" x 10.875"
Pull Bleed to: 5.25" x 11.125"

1/2 Vertical (Bleed)
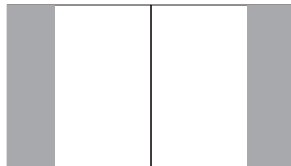Trim: 4" x 10.875"
Pull Bleed to: 4.25" x 11.125"
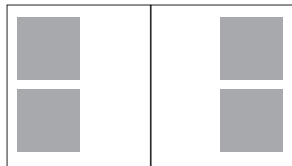
1/2 Horizontal (Non-Bleed)
7.125" x 4.675"

PLEASE NOTE

TRIM
Final, cropped size of your ad.

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"

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

COWBOYS & INDIANS

THE PREMIER MAGAZINE OF THE WEST