



ADVERTISING GUIDELINES

DISPLAY AD SIZES

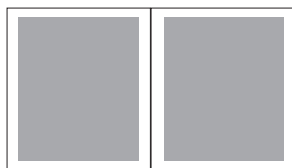
Spread

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



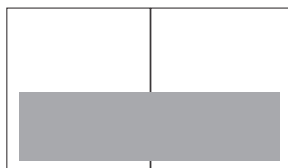
Full Page

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

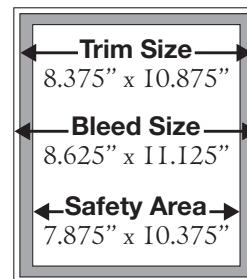


Billboard

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

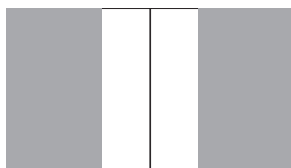


Example: Full Page



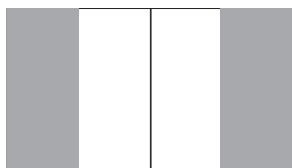
2/3 Vertical (Bleed)

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



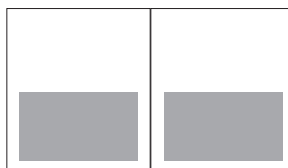
1/2 Vertical (Bleed)

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



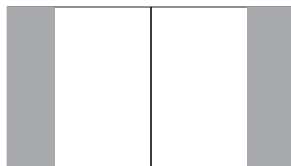
1/2 Horizontal (Non-Bleed)

7.125" x 4.675"



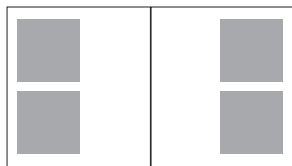
1/3 Vertical (Bleed)

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

IF PROVIDING COLOR PROOF

Mail to:

Cowboys & Indians

Keely Junot

6688 N. Central Expressway, Suite 650

Dallas, TX 75206

COWBOYS & INDIANS

THE PREMIER MAGAZINE OF THE WEST



DIGITAL ADVERTISING GUIDELINES

WEBSITE ADVERTISING

BILLBOARD 970 x 250 px \$30/CPM

LEADERBOARD 728 x 90 px \$20/CPM

HALF PAGE
300 x 600 px
\$30/CPM

MEDIUM RECTANGLE
300 x 250 px
\$20/CPM

MOBILE LEADERBOARD
320 x 50 px
\$20/CPM

LARGE MOBILE BANNER
320 x 50 px
\$30/CPM

CPM (per thousand impressions)
20,000 minimum impressions—run of site.

**Mobile ad sizes required with billboard and leaderboard.*

FILE TYPES ACCEPTED

Standard JPEG, GIF, PNG, Flash (Please include website URLs for all ads.)

Flash and Animation

(HTML5): All Flash/HTML5 ads must have embedded click tag and additional back-up GIF or JPEG ad creatives.

Third-Party Ads:

cowboysindians.com supports most third-party ad servers and accepts iFrame and JavaScript tags.

Atlas ★ DoubleClick
EyeWonder ★ MediaMind
PointRoll ★ Mediaplex

WEEKLY E-NEWSLETTER ADVERTISING

LEADERBOARD/FOOTER 728 x 90 px \$350

MEDIUM RECTANGLE
300 x 250 px
\$350

SPONSORED CONTENT \$700

IMAGE - 600 x 250 px. No text or logo.
HEADER - 10 WORD MAX.
TEXT - 75 WORD MAX.
TRACKING - 3 URLs max.
(Image, line of text, and read more button)
1x1 click pixel for 3rd party tracking accepted

*Sponsored Content text may be edited for style and clarity by C&I Editors

DISTRIBUTION

Distributed to 100% opt-in subscriber list each Wednesday.

FILE TYPES ACCEPTED FOR E-NEWSLETTER ADS AND SPONSORED CONTENT PHOTO:

Static Only – JPEG, PNG
(Please include website URL for all ads.)
1x1 click pixel for 3rd party tracking accepted

Prices and availability subject to change.

DEADLINES & MATERIALS

Space and Materials Deadline two weeks prior to Start Date.
Submit files via e-mail to webproducts@cowboysindians.com.



THE PREMIER MAGAZINE OF THE WEST