



ADVERTISING GUIDELINES

DISPLAY AD SIZES

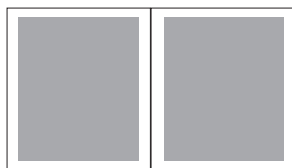
Spread

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



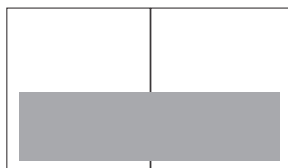
Full Page

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

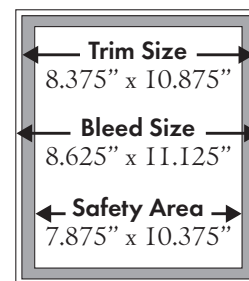


Billboard

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

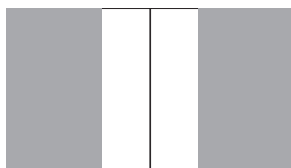


Example: Full Page



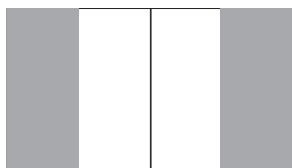
2/3 Vertical (Bleed)

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



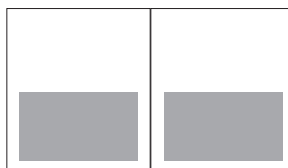
1/2 Vertical (Bleed)

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



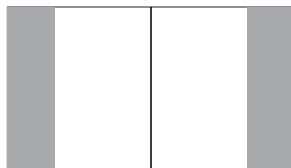
1/2 Horizontal (Non-Bleed)

7.125" x 4.675"



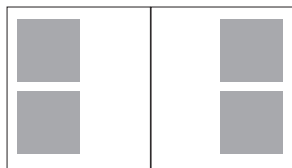
1/3 Vertical (Bleed)

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".

GENERAL INFORMATION

PUBLICATION TRIM SIZE: 8.375" x 10.875"
SAFETY: 0.25" from trim on all sides
BLEED: 0.125" beyond trim on all sides
BINDING METHOD: perfect bound
IMAGE RESOLUTION: 300 dpi
COLOR SPACE: CMYK only; no spot color or RGB

ACCEPTABLE FILE FORMAT

PDF/X-1a: The PDF/X-1a must be made from a PostScript file with all fonts and high-resolution images embedded. Ensure that all elements are a minimum of 300 dpi.

COMMON AD PROBLEMS TO AVOID

Please check your ad for these errors before uploading

- Incorrect dimensions
- Text outside the safety area
- Non-bleed ads that bleed (and vice versa)
- Low-resolution images
- Images not in CMYK
- Spot color/PMS used
- Position marks or color bars in the live area

AD DELIVERY

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.

PROOFS

Ads submitted without a SWOP3-standard proof waive the right to question color/reproduction. Upon request, we can pull a proof on your behalf and add a production charge (starting at \$80) to your invoice.

PROOF SUBMISSION

Mail to:

Cowboys & Indians

Miranda Maristan/Production Dept.

12221 Merit Drive, Ste 1610, Dallas, TX 75251

*When sending a hard proof, please also email

Miranda@cowboysindians.com with the date the proof was sent.

CHANGING YOUR AD

Any ad intervention requested by the advertiser and/or required by our printer may result in additional charges to the advertiser.

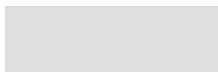
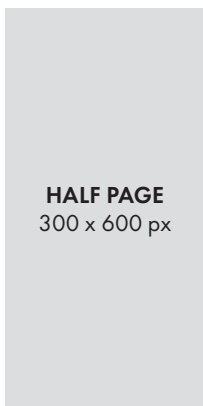
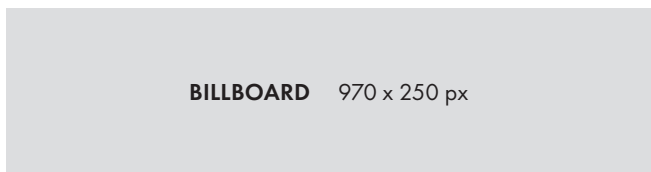
COWBOYS & INDIANS

THE PREMIER MAGAZINE OF THE WEST

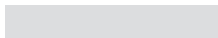


DIGITAL ADVERTISING GUIDELINES

WEBSITE ADVERTISING



LARGE MOBILE BANNER
320 x 100 px



MOBILE LEADERBOARD
320 x 50 px

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.

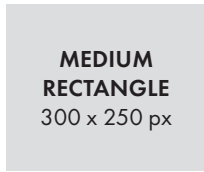
Third-Party Ads:

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

Atlas ★ DoubleClick
EyeWonder ★ MediaMind
PointRoll ★ Mediaplex

Prices and availability subject to change.

WEEKLY E-NEWSLET ADVERTISING



SPONSORED CONTENT

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-NEWSLET ADS AND SPONSORED CONTENT PHOTO:

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

Ads must have clearly defined borders so they are distinguishable from publisher content on the page.

DEADLINES & MATERIALS

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