

# COWBOYS&INDIANS

THE PREMIER MAGAZINE OF THE WEST

## ADVERTISING GUIDELINES

### DISPLAY AD SIZES

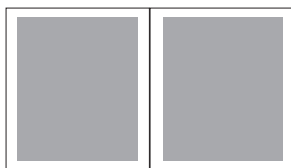
#### Spread

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



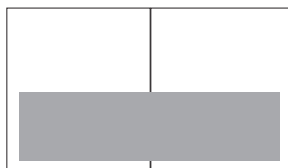
#### Full Page

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

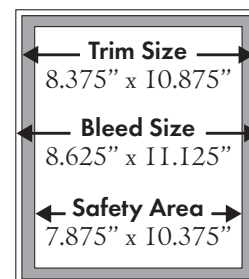


#### Billboard

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

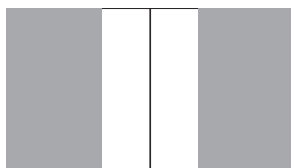


#### Example: Full Page



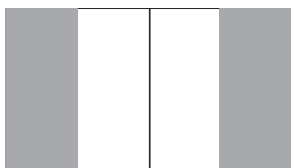
#### 2/3 Vertical (Bleed)

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"



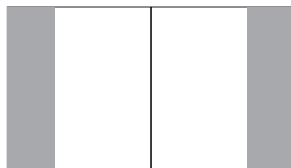
#### 1/2 Horizontal (Non-Bleed)

7.125" x 4.675"



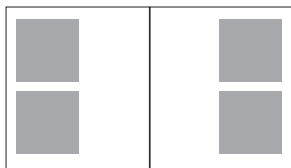
#### 1/3 Vertical (Bleed)

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.

### CHANGING YOUR AD

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

## MARKETPLACE ADVERTISING GUIDELINES

---

### **1/9 PAGE AD GUIDELINES:**

**IMAGE SIZE** – 2.3334” W x 1.6704” H

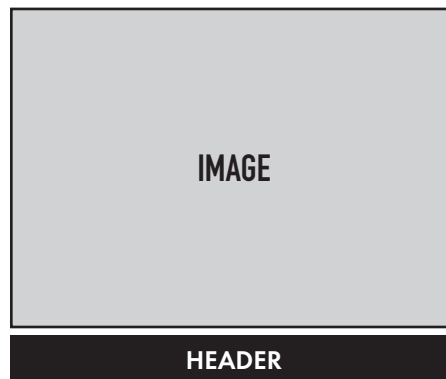
Image resolution **MUST** be 300 ppi or greater.

**FILE TYPE FOR IMAGE:** JPG, EPS, TIFF

**COLOR MODE:** CMYK, no RGB, spot or Pantone colors.

---

### **EXAMPLE OF LAYOUT**



Up to 40 words in a single paragraph. Up to 40 words in a single paragraph. Up to 40 words in a single paragraph. Up to 40 words in a single paragraph. Up to 40 words in a single paragraph.

---

**FILE TYPE FOR TEXT:** Word Doc or in Email

**HEADER** – Company / Product Name or short 3-5 word Tag Line.

**AD COPY** – Up to 40 words in a single paragraph.

Include Company Name (if not in Header).

Website, Phone Number or other contact information should be placed at the end of ad copy. Copy may be edited for style, clarity, and length.

**AD MATERIAL SUBMISSION:** Send via email to [mpads@cowboysindians.com](mailto:mpads@cowboysindians.com).

**AD APPROVAL:** A proof of your ad will be emailed to you for your review and approval. All changes and approvals must be submitted in writing.

**PICKUPS:** Submit in writing. Include issue date/cover.

---

# MARKETPLACE ADVERTISING GUIDELINES

**1/5 PAGE**

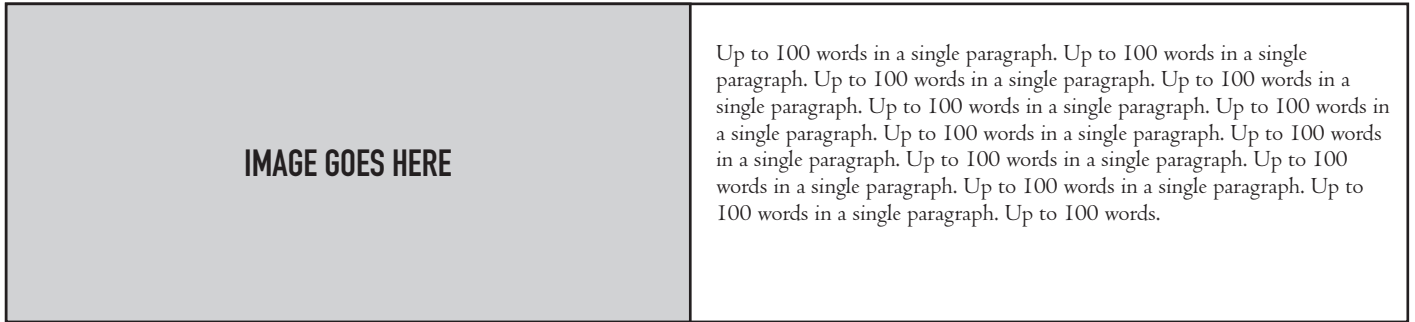
**IMAGE SIZE – 3.5769" W x 1.6704" H**

Image resolution **MUST** be 300 ppi or greater.

**FILE TYPE FOR IMAGE:** JPG, EPS, TIFF

**COLOR MODE:** CMYK, no RGB, spot or Pantone colors.

## EXAMPLE OF LAYOUT



## HEADER

**FILE TYPE FOR TEXT:** Word Doc or in Email

**HEADER** – Company/Product Name or short 4-6 word Tag Line.

**AD COPY** – Up to 100 words in a single paragraph.

Include Company Name (if not in Header).

Website, Phone Number or other contact information should be placed at the end of ad copy. Copy may be edited for style, clarity, and length.

**AD MATERIAL SUBMISSION:** Send via email to [mpads@cowboysindians.com](mailto:mpads@cowboysindians.com).

**AD APPROVAL:** A proof of your ad will be emailed to you for your review and approval. All changes and approvals must be submitted in writing.

**PICKUPS:** Submit in writing. Include issue date/cover.

## MARKETPLACE ADVERTISING GUIDELINES

---

### FEATURED PRODUCT AD GUIDELINES:

**AD SIZE** – 7.314" W x 4.8" H

Image resolution **MUST** be 300 ppi or greater.

**COLOR MODE:** CMYK, no RGB, spot or Pantone colors.



**AD MATERIAL SUBMISSION:** Send via email to [mpads@cowboysindians.com](mailto:mpads@cowboysindians.com).

**AD APPROVAL:** A proof of your ad will be emailed to you for your review and approval. All changes and approvals must be submitted in writing.

**PICKUPS:** Submit in writing. Include issue date/cover.

---