

## 2010 Print Materials Mechanical Specifications

for all Horse Media Group Publications

*The Trail Rider • Spin To Win Rodeo*

### Digital Materials

#### Application files accepted:

- We prefer a high-resolution Adobe PDF (Press Quality), a .TIF or .JPG at least **300 dpi**, which meet exact mechanical size requirements.
- We'll also accept Adobe InDesign CS2 (4.0), Photoshop CS2 (9.0), and Illustrator CS2 (12.0) files.

#### Media accepted:

- Macintosh compatible CD or DVD.
- Include a hard copy proof (sent by mail or fax) and a list of disc contents.
- Include all linked graphics and fonts.
- Graphics must be in .TIF or .EPS format and at least **300 dpi**. Do not compress graphic files.
- Postscript Type 1 fonts only. Do not use True Type fonts.
- All screen and printer fonts must be included.
- Convert fonts to outlines in Illustrator files.

#### Delivery Options:

- Email: ads up to 10 MB may be emailed to either:  
**The Trail Rider:** [ttrads@horsemediagroup.com](mailto:ttrads@horsemediagroup.com)  
**Spin To Win Rodeo:** [stwads@horsemediagroup.com](mailto:stwads@horsemediagroup.com)  
 Please specify name of publication the ad is to appear in.
- FTP upload: for access information, email [ads@horsemediagroup.com](mailto:ads@horsemediagroup.com) or see instructions on right.
- Mail/ship a disc to:  
 Name of Magazine  
 c/o Horse Media Group, Attn: Production  
 908 Main St., Suite 300, Louisville, CO 80027

### Production Charges

Ad design, typesetting, layout and client proof services are offered free of charge and are the sole property of publisher. Digitally reproducible copies may be purchased for a reasonable fee for use as reprints or for publication in other magazines: Full or 2/3-pages, \$100; 1/2, 1/3 or 1/4 pages, \$75; 1/6-page and smaller ads, \$60.

Major changes after first client proof or major changes to supplied ad files may be charged at the discretion of publisher at a rate of \$60 per hour. For graphic scanning, logo re-creations or 4-color work, add \$25 per hour to cost.

Additional charges (@ \$50 per hour) will be incurred for "digital/camera ready" materials submitted that require additional work to meet our mechanical specifications.

### Mechanical Requirements

	width x height
Spread	
Bleed Size	17" x 11"
Trim Size	16.5" x 10.5"
Full Page	
Bleed Size	8.75" x 11"
Trim Size	8.25" x 10.5"
Live Area	7.75" x 10"
2/3 Page Horizontal	7" x 6.375"
2/3 Page Vertical	4.625" x 9.667"
Island 1/2 Page	4.625" x 7"
1/2 Page Horizontal	7" x 4.75"
1/2 Page Vertical	3.375" x 9.667"
1/3 Page Horizontal	7" x 3.125"
1/3 Page Vertical	2.25" x 9.667"
1/3 Page Square	4.625" x 4.75"
1/4 Page Vertical	3.375" x 4.75"
1/4 Page Horizontal	4.625" x 3.125"
1/6 Page Horizontal	4.625" x 2.5"
1/6 Page Vertical	2.25" x 4.75"
1/8 Page Horizontal	3.375" x 2.25"
1/9 Page Vertical	2.25" x 3.125"
Business Card	3.25" x 1.875"
3-inch Vertical	2.25" x 3"
2-inch Vertical	2.25" x 2"
1-inch Vertical	2.25" x 1"

### FTP Information:

Go to <https://backup.cbeyond.net>

User Name: ads

Password: ads80027

Domain: [horsemediagroup.com](http://horsemediagroup.com)

Click the UPLOAD button on the left, and choose the file on your computer you wish to upload.

Then, please notify HMG advertising production department by email after the upload is done.

908 Main St., Suite 300  
 Louisville, CO 80027  
 303-661-9282 x207  
[ads@horsemediagroup.com](mailto:ads@horsemediagroup.com)

