

Advertisement Dimensions

PRINT

| | |
|---------------------|----------------------------|
| FULL PAGE BLEED | 8.625" X 11.375" |
| FULL PAGE | 8.125" X 10.875" |
| 2/3 PAGE VERTICAL | 4.875" X 10" |
| 1/2 PAGE VERTICAL | 4.875" X 7.5" |
| 1/2 PAGE HORIZONTAL | 7.375" X 5" |
| 1/3 PAGE VERTICAL | 2.375" X 10" |
| 1/3 PAGE SQUARE | 4.875" X 5" |
| 1/4 PAGE HORIZONTAL | 4.875" X 3.75" |
| 1/6 PAGE VERTICAL | 2.25" X 5" |
| 2" MARKETPLACE ONLY | 2.375" X 2" |
| 1" MARKETPLACE ONLY | 2.375" X 1" (MINIMUM SIZE) |

DIGITAL

| | |
|------------------|-----------|
| BANNER | 810 X 100 |
| MEDIUM RECTANGLE | 300 X 200 |

2020 Publishing Schedule

| ISSUE | RESERVATION DEADLINE | AD CLOSE/ MATERIALS DUE | ENTERS MAINSTREAM |
|--------------|----------------------|-------------------------|-------------------|
| JANUARY | NOVEMBER 29 | DECEMBER 10 | DECEMBER 31 |
| FEBRUARY | JANUARY 3 | JANUARY 10 | JANUARY 31 |
| MARCH | FEBRUARY 3 | FEBRUARY 10 | FEBRUARY 29 |
| APRIL | MARCH 2 | MARCH 10 | MARCH 31 |
| MAY | APRIL 1 | APRIL 10 | APRIL 30 |
| JUNE | MAY 1 | MAY 8 | MAY 30 |
| JULY | JUNE 1 | JUNE 10 | JUNE 30 |
| AUGUST | JULY 1 | JULY 10 | JULY 31 |
| SEPTEMBER | JULY 31 | AUGUST 10 | AUGUST 31 |
| OCTOBER | SEPTEMBER 1 | SEPTEMBER 10 | SEPTEMBER 30 |
| NOVEMBER | OCTOBER 1 | OCTOBER 9 | OCTOBER 30 |
| DECEMBER | NOVEMBER 2 | NOVEMBER 10 | NOVEMBER 30 |
| JANUARY 2021 | DECEMBER 1 | DECEMBER 10 | DECEMBER 31 |

Trim Size: 8.125" x 10.875"

Live Area: 7.375" x 9.875"; columns to a page: 3

Bleed Ads: All ads intended to bleed should have a .25" of bleed on all four sides

Printing Process: Web Offset

Line Screen: 150 line screen

Binding: Perfect Bound

Required Material: Digital files only – PDF/ XIA preferred. Photoshop and InDesign documents also accepted. All fonts (PostScript only) and artwork must be embedded in files. Missing fonts will be replaced at the discretion of *Colorado Country Life* magazine. All images must be at least 300dpi, CMYK and color-corrected.

All material must be prepared to meet SWOP (Specifications for Web Offset Publications) standards. Visit swop.org for more information.

Production Contact:

Cassi Gloe, Production Manager
cgloe@coloradocountrylife.org
 720-407-0712



Contact Information

Reach out to learn more about how we can help you begin a conversation with rural Colorado through the pages of *Colorado Country Life* magazine.

Kris Wendtland, Statewide Ad Rep
advertising@coloradocountrylife.org
 303-902-7276

American MainStreet Publications
 National Advertising Rep
amp.coop
 800-626-1181

Mona Neeley, Editor
mneeley@coloradocountrylife.org
 720-407-0711