



888.777.3951
 707.524.3723
 707.578.8450 fax
 info@golfguide.org
 golfguide.org

884 Second Street • Santa Rosa • CA 95404
 Synergy Media, LLC

e-mail: info@golfguide.org

ELECTRONIC AD SUBMISSION GUIDELINES

Submitting a Digital Photo

Submit raw photo from the camera set at high resolution. Do NOT resize (*a photo sent at 72dpi will reproduce at approximately 25% of the submitted size i.e. - an 8 x 6 photo at 72dpi will print at approximately 2 x 1.5 at 300dpi*). Low resolution photos MAY not print clearly. Please label ALL photos clearly. If the photo is too large to email we can provide you with our FTP site.

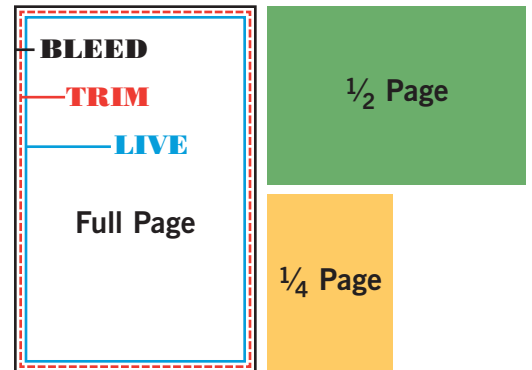


We cannot accept links to photos. Do not attach photos to a Word document.

Advertising Dimensions

<u>Non-Bleed</u>	<u>Live Copy Area (points)</u>	<u>Live Copy Area (inches)</u>
Full Page	358 x 552	4 ⁷ / ₈ x 7 ⁵ / ₈
1/2 Page Horizontal	358 x 273	4 ⁷ / ₈ x 3 ³ / ₄
1/4 Page	175 x 273	2 ⁷ / ₁₆ x 3 ³ / ₄
<u>Trim Size</u>		
Full Page	392 x 594	5 ⁷ / ₁₆ x 8 ¹ / ₈
<u>Bleed Size</u>		
Full Page	401 x 612	5 ⁹ / ₁₆ x 8 ¹ / ₄

(Please note: Half pages **DO NOT** have bleeds and 2 page spreads are submitted as single page files.)



BLEED area is the extra 1/10 inch (.05 inch on each side) beyond the final cut size extended to allow for any background image intended to print **OVER** the edge or bleed off.

TRIM is the **FINAL CUT SIZE** of the finished printed piece.

LIVE or safe area is at least 1/8 inch from the final trim cut size. **DO NOT PLACE ANY CRITICAL LOGOS, PICTURES OR TEXT OUTSIDE THIS SAFE AREA!**

Submitting a Pre-Built Ad

Page Layout Software: Create your layout with QuarkXPress **ONLY**. Single page documents only (no double trucks) Please set the measurements to points. Please submit **ALL** elements and fonts separately. **WE CANNOT OPEN PUBLISHER FILES.** Any ads built in Word will be rebuilt.

Fonts: Only PostScript fonts will be accepted. Both “screen” and “printer” fonts must be provided. If the font is not provided and we do not have the font a similar font will be substituted.

Art/Logo File Format: Only Adobe Illustrator EPS or Adobe Photoshop TIFF/JPEG formats are accepted. No placed art. Save color logos/background/mugs in CMYK mode and black and white photos in grayscale. Minimum scan resolution is 300dpi. Only **HIGH** resolution PDF files will be accepted.

PLEASE PROVIDE A COLOR PROOF WITH SUBMITTED AD.

Feel free to call with any questions. **707•524•3723 or 888.777.3951**