

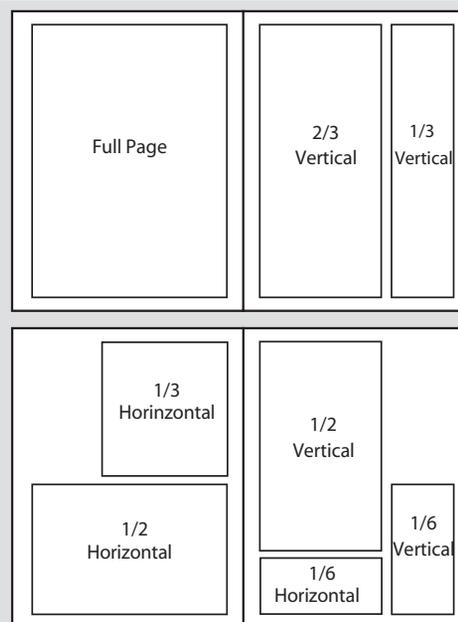
## ADVERTISING INFORMATION

### Ad Dimensions

Standard page sizes are three columns. All dimensions are given in inches, width by depth. Please keep live matter 1/4" from trim edge top, bottom, side.

#### Non-bleed

Full page .....	7 1/16" x 9 1/4"
2/3 vertical.....	4 5/8" x 9 3/4"
1/2 horizontal.....	7 1/16" x 4 3/4"
1/2 vertical.....	4 5/8" x 7"
1/3 horizontal.....	4 5/8" x 4 3/4"
1/3 vertical.....	2 1/4" x 9 3/4"
1/6 horizontal.....	4 5/8" x 2 1/4"
1/6 vertical.....	2 1/4" x 4 3/4"
Trim size:.....	8 1/8" x 10 7/8"
Bleed size:.....	8 3/8" x 11 1/8"



If advertising in Outdoor Market Place please make sure you create your ad to fit in either one (2 1/4"), two (4 1/2") or three column format (6 3/4").

### Electronic File Specifications

#### SOFTWARE FORMATS (MAC OR PC)

We prefer PDF files. PDFs must be made using high-quality or press-quality settings. Images must be 300dpi or greater. Image compression must be set to maximum, resulting in no JPEG compression artifacts. All fonts must be embedded and must be subsetted below 99%. The PDF should contain **only CMYK**, no RGB or spot colors. We will convert RGB colors to CMYK and bear no responsibility for any color shifts as a result. Flatten all transparencies. If your PDF contains transparencies, we will flatten it and bear no responsibility for resulting reproduction problems. Do not nest EPS file into other EPS files. We also accept TIFF & JPEG files. Do not embed ICC profiles within images. We do not accept Corel Draw, Pagemaker, Publisher files or Microsoft Word files.

#### RESOLUTION

Resolution of all images **must be 300dpi**. Linework requires a resolution of 800-1200dpi. Make sure your images are supplied at the size they will be printed.

#### COLOR

All artwork should be in **CMYK** (this includes all placed/ imported logos). **Do not supply files in RGB**. We will convert RGB colors to CMYK and bear no responsibility for any color shifts that result.

#### FONTS

Convert your text to paths / curves / outlines. Otherwise, supply all fonts with your job (Postscript only). Make sure fonts used in EPS, PDF & TIFF files have been embedded properly. Ensure that you check for and remove "stray points" from your artwork. Do not use artificial font formats.

#### SUPPLY A PROOF

Always supply a laser or inkjet proof, a sample of existing printed work. Ensure that you spell-check your job thoroughly and make sure all your details are correct.

#### SENDING US YOUR AD

Send us your ad on CD or DVD. We do not accept ad submissions via email bigger than 1mb, however you may upload your ad to our FTP. Please contact us on 512-912-7004 to set up your account.

Send your package to: Texas Park & Wildlife Magazine, 3000, S.I.H. 35, suite 120, Austin, TX 78741 CDs and DVDs will not be returned.

#### COMMON PROBLEMS

Most common problems are caused due to low-resolution images, missing fonts, incorrect ad sizes, images not converted to CMYK, text outside the safety area, lack of bleed for bleed ads, ads created in nonstandard applications, unacceptable proofs, spot colors, and embedded color profiles.