

AD SPECS

| AD SIZE | width | | height |
|-----------------------------|-------|---|--------|
| Two Page Spread | 15.5" | x | 9.75" |
| Two Page Spread | 16.5" | x | 10.75" |
| w/bleed - add .25 all sides | | | |
| Full Page | 7.25" | x | 9.75" |
| Full Page | 8.25" | x | 10.75" |
| w/bleed - add .25 all sides | | | |
| 2/3 Page V | 4.75" | x | 9.75" |
| Half Page H | 7.25" | x | 4.75" |
| Half Page V | 4.75" | x | 7.25" |
| 1/3 Page V | 2.25" | x | 9.75" |
| 1/3 Square | 4.75" | x | 4.75" |
| 1/4 Page | 3.5" | x | 4.75" |
| 1/6 Page H | 4.75" | x | 2.275" |
| 1/6 Page V | 2.25" | x | 4.75" |
| 1/12 Page | 2.25" | x | 2.275" |

PREPARATION OF ADS

SOFTWARE: We accept MAC files for InDesign, Photoshop, and Illustrator but prefer PDF, JPG, TIF or EPS format. We do not accept ads created in PC-based programs such as Publisher or PowerPoint.

DOCUMENT SIZE: Document sizes must comply with the ad sizes chart. The first number of the size is *always* the width of the ad.

FONTS: Send all Postscript and True Type fonts used in the file if other than PDF or JPG.

COLORS: All colors used in the file should be defined as process/CMYK.

IMAGES: Images should not be compressed or separated and resolution should be 300 dpi or better. Please do not use images from the web for print ads as they do not meet these specifications.

PROOF: Include a high resolution finalized proof at 100 per cent of size for all submitted ads.

PDF FILES: Only high resolution PDF files produced with full version of Adobe Acrobat—not Acrobat Writer—are accepted.

two page spread
15.5 x 9.75

with bleed
coverage 16.5 x 10.75
add .25 for bleed

2/3 page
4.75 x 9.75

1/12 page vert
2.5 x 2.275

1/6 page vert.
2.25 x 4.75

full page
7.25 x 9.775

with bleed coverage
8.375 x 10.875
plus .25 for bleed

1/6 page vert.
2.25 x 4.75

1/3 page square
4.75 x 4.75

1/6 page horizontal
4.75 x 2.275

1/2 page horizontal
7.25 x 4.75

1/2 page vertical
4.75 x 7.25

1/3 page vert.
2.25 x 9.75

HOW TO SUBMIT

EMAIL: Files in PDF format or compressed smaller than 9MB can be emailed to your sales representative.

DROPBOX: Files of any size may be sent to our Dropbox site. Please contact your sales representative for further instructions on using the Dropbox site.

CD/TRAVEL DRIVE: Files of any size may be sent to County Line Magazine, P.O. Box 608, Ben Wheeler, TX 75754. A full size color proof must accompany the CD.

HARD COPY: Ads that we are to build must come with high resolution artwork, clean legible copy, and a drawing of perceived layout within the dimensions of the purchased ad.

PROPOSAL/CONTRACT: The agreed-upon proposal/contract must accompany all digital or hard copy ads.