

# Ad Specifications

## Digital Advertising Material Requirements

### Digital Media Delivery:

Macintosh formatted CD or DVD with a contract proof. You must provide a color laser at 100% scale if a contract proof is not supplied. **Media will not be returned.**

### Preferred Files:

PDF created as PDF/x-1a:2001

### Other File Types:

InDesign, QuarkXpress, Photoshop and Illustrator. Please supply all links and fonts used in the document.

### File Considerations:

Make sure all images are high resolution (300 ppi) in CMYK mode. Convert all spot colors to 4-color process (CMYK). Maximum ink density is 300.

### Contract Proofs:

A contract proof is recommended, but not required. Only SWOP certified proofs such as Kodak Approval, Creo Iris, and Fujifilm FinalProof are acceptable for matching color on press. A standard GATF or SWOP color bar should be included on the proof, but is not necessary in the digital file. Go to [www.swop.org](http://www.swop.org) for more information.

### Additional Charges:

Minimum charge for the publisher to correct a problem file is \$250. Any additional work involved such as typesetting will be billed at publisher's standard rates.



### Key Information

**Wyndham  
Championship  
July 30 - August 4**

**Advertising closing:  
June 14**

**Materials due:  
June 28**

**Ad design assistance  
is available by request**



Official Event

	Full Page Bleed 8.625" X 11.125"
	Full Page Trim 8.375" X 10.875"
	Live Area 7.375" X 9.875"

	1/2 Page 7.375" X 4.875"

	1/3 Page 4.875" X 4.875"



### Email Materials to:

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