

Advertising Specs & Sizes

Publication Specifications

- **Published:** Monthly
- **Stock:** 80# Cover, 70# Matte Text
- **Press:** Sheet fed, Offset
- **Binding:** Saddle-stitched
- **Page Trim Size:** 9 x 11 inches
- **4-Color Process**

Deadlines

Mailing begins the first full week of the month. Space reservations are due by the first of the month prior to insertion. Ad copy deadline is the 10th of the month prior to insertion.

Electronic Ad Specifications

- **PDF files:** high-res/press-ready, with fonts embedded and raster images at 300 dpi.
- **EPS files:** with fonts converted to outlines and raster images at 300 dpi.
- **Rastor files:** Photoshop (PSD), TIFF, or EPS (300 dpi)

Note: All fonts and images must be included.

Electronic File Delivery

Please label each disk and/or electronic file transfer with name of advertiser, platform (Mac or Windows), file type and file name. All submissions must include a hard copy and 4-color ads must have a color page proof.

- **Electronic files under 10MB** can be sent to: ads@SportLansing.com
- **Files larger than 10MB** must be submitted on disk or through FTP. Contact your sales representative for user name and password.
- **Preferred Methods:** CD, DVD, E-mail, FTP

Note: Files must be compressed prior to submission via e-mail or FTP.

Ad Dimensions

TYPE	WIDTH (in.)	x	HEIGHT (in.)
1/6 Page Vertical (no-bleed)	2.6667	x	5.125
1/3 Page Vertical (no-bleed)	2.6667	x	10.5
1/3 Page Vertical (bleed)	3.0417	x	11.25
Half Page (no-bleed)	8.5	x	5.125
Half Page (bleed)	9.25	x	5.5
2/3 Page Vertical (no-bleed)	5.5883	x	10.5
2/3 Page Vertical (bleed)	5.9583	x	11.25
Full Page (no-bleed)	8.5	x	10.5
Full Page (bleed)	9.25	x	11.25
Double Truck (bleed)	18.25	x	11.25

For More Information:

Call: (517) 455-7810

or E-mail: ads@SportLansing.com