



## ADVERTISING DESIGN SPECS

We encourage all of our advertisers to submit their advertisements electronically on CD. We do have the capability to have advertisers upload files to an FTP Server, please consult with Betsy Houlihan or your sales rep to have this option be made available to you.

When submitting ads digitally, please remember to send both Screen and Printer Fonts and Laser Proofs with EVERY job submitted electronically. In addition, it is VERY important that your ads are designed to the exact height and width specifications of your contract. Please see mechanical requirements for more information.

### COMPUTER DISK SPECIFICATIONS FOR SUBMISSION OF ART WORK

Provided Media Formatted For Macintosh Computers:  
Floppy Disk, ZIP Disk, JAZ Disk or CD

#### ***Pre-Requisite Checklist For Submission:***

- All Support Files included (eps, TIFF, etc.) (Please make sure all Illustrator files are saved as eps files; All Freehand files must be exported as eps files.)
- FONTS - Please send both Screen and Printer Fonts!
- Trapping - Please check that all overlapping colors have traps built in. (Please check Quark files - especially type with drop shadows)
- Please include Laser Proofs with EVERY job.

#### ***Specifications:***

- Black/White
- Process Colors - Colors used: Cyan Magenta Yellow Black
- Spot Colors - Please specify

*Please double check each job to make sure colors specified are colors used.*

#### ***Computer Application Program(s) Used On This Submission:***

- Adobe Illustrator
- Quark Xpress (Most Preferred)
- Aldus Freehand



## PRINT ADVERTISING MECHANICAL REQUIREMENTS

### Mechanical Requirements

Trim Size: 8" x 10-3/4"

Live Area: 7" x 9-11/16"

	<b>Width</b>	<b>Depth</b>
Full page	7"	9-11/16"
2/3 page	4-9/16"	9-11/16"
1/2 page (island)	4-9/16"	7-5/16"
1/2 page (vertical)	3-5/16"	9-11/16"
1/2 page (horizontal)	7"	4-3/4"
1/3 page (vertical)	2-3/16"	9-11/16"
1/3 page (horizontal)	7"	3-1/8"
1/3 page (square)	4-9/16"	4-3/4"
1/4 page (vertical)	3-5/16"	4-3/4"
1/4 page (horizontal)	7"	2-5/16"
1/4 page (square)	4-9/16"	3-3/4"
1/6 page (vertical)	2-3/16"	4-3/4"
1/6 page (horizontal)	4-9/16"	2-1/4"
1/9 page	2-3/16"	2-1/8"
1/12 page	2-3/16"	2-1/8"

### Please send all art to:

Sports Publications International

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