

Submission of Ad Copy



Toll Free 866.384.5579 or 360.332.5579 • ads@nwhorseresource.com

AD COPY DEADLINE: 5th of the month preceding publication
(For example: January 5 for February Issue *)

AD SIZES & DIMENSIONS:

Size	Dimensions	Orientation
1/12 Page	2.306" w x 2.25" h	equineMarketplace
1/6 Page	2.306 x 4.75 • 4.75 x 2.25	H or V
1/4 Page	3.5" w x 4.75" h	Vertical
1/3 Page	2.306" w x 9.625" h	Vertical
1/3 Page	4.75" x 4.75"	Block
1/2 Page	3.5" w x 9.625" h	Vertical
1/2 Page	7.25" w x 4.75" h	Horizontal
1/2 Page	4.75" w x 7.25" h	Block
2/3 Page	4.75" w x 9.625" h	Vertical
Full Page	7.25" w x 9.625" h	Imprint Area

Call for bleed specifications

Contact/Shipping Info:

The Northwest Horse Source, LLC
PO Box 717 • Blaine, WA 98231-0717
360.332.5579 Office
360.332.1826 Fax
866.380.5579 Toll Free

For Shipping UPS or FedEx:
711 3rd Street
Blaine, WA 98230

Email Ads:
ads@nwhorseresource.com.
Please limit file size to 8 megabytes.
Larger files may be uploaded to our
FTP site. Call for information.

Download Rate Sheet:
www.nwhorseresource.com

AD SPECIFICATIONS:

- o **Supported Software:** InDesign, Illustrator, and Photoshop.
- o **Supported Media:** Zip, CD-Rom, convert PC files to outlines or EPS & PDF. Do not include PICT, Paint, RGB, or QuickTime files.
- o Provide a 100% laser proof and color breakdown.
- o Include all original source and application files, including graphics.
- o File formats used: EPS, TIFF, PDF. (Do not use PICT format.)
- o Include all fonts (both screen & printer). True Type is not supported.
- o CMYK or SPOT colors. No RGB. If you are using spot colors, your artwork needs to be in the same spot colors.
- o Create document to final trim size. Do not step and repeat files. If your document is to bleed, please create your file with .25" (1/4") bleed.
- o Convert type to outlines on all placed Illustrator or Freehand images.
- o Use images at 300 dpi and linework (type) at 600 dpi. Artwork should be saved as close to the size to be used in your document as possible. Gloss pages require 150 line screen, inside pages are 100 line screen.
- o Do not include files that are not used in your document.
- o Do not compress your files. You may use Dropstuff or WinZip to compress whole folders to be sent electronically.
- o Unsupported software: please no COREL DRAW or MICROSOFT PUBLISHER files. Unsupported software must be approved and is subject to additional charges.
- o NWHS cannot guarantee artwork from unsupported software.

MISCELLANEOUS:

- If you want your disks/pictures returned please send self addressed stamped envelope
- \$10.00 late charge for ad copy received after the deadline
- Minimum fee \$15 (\$60/per hour) if files are provided in unsupported formats