

Submission of Ad Copy

360.332.5579 • ads@nwhorsesource.com



AD MATERIALS DEADLINE: 5th of the month preceding publication
(For example: January 5 for February issue)

AD SIZES & DIMENSIONS:

Size	Dimensions	Orientation
Equine Marketplace	2.306" w x 2.25" tall	
1/6 Page	2.306" w x 4.75" h	Vertical
1/6 Page	4.75" w x 2.25" h	Horizontal
1/4 Page	3.5" w x 4.75" h	Vertical
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
Full Page	7.25" w x 9.625" h	Live Area
Full Page w/bleed	8.75" w x 11.125" h	Page Size

Contact:

The Northwest Horse Source, LLC
 PO Box 717 • Blaine, WA 98231-0717
 360.332.5579 Office
 ads@nwhorsesource.com

AD SPECIFICATIONS:

- **Supported Software:** Acrobat, InDesign, Illustrator and Photoshop.
- **Supported File Types:** TIFF, EPS, JPG, AI, PSD, INDD or PDF. Any link files must be embedded. Convert all text to outlines.
- **Fonts:** Due to time constraints, any fonts not submitted will be substituted with a similar font.
- Images must be at least 300 dpi and lineart (type) at 1200 dpi. Artwork should be saved at actual size.
- **Ad Design Fees:** \$60 per hour, \$15 minimum.
- If proofs are required for approval by advertiser before publication, all ad components must be submitted to NWHS five days before materials deadline. Three corrected proofs allowed. Additional proofs will be sent only if time permits.

MISCELLANEOUS:

- Side Rail Banner - 300x250 pixels
- Skyscraper Banner - 1400x400 pixels. Main elements in center 1000 pixels

