

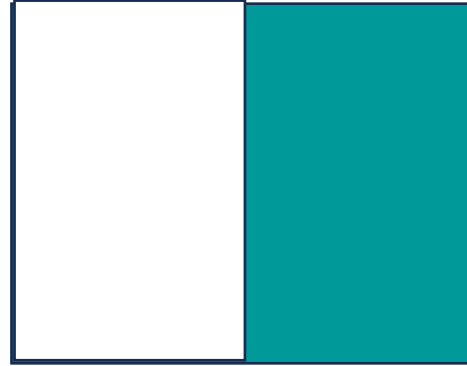


## **Creative Specs Information**

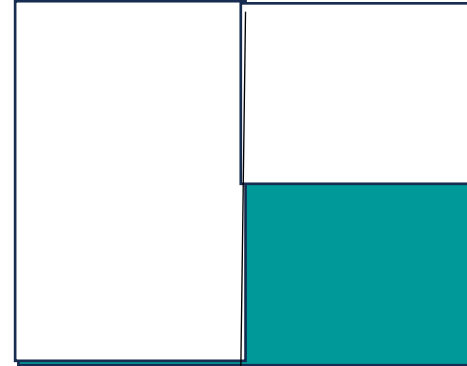
# Print/Digital Magazine Ad Specs

**SPREAD**

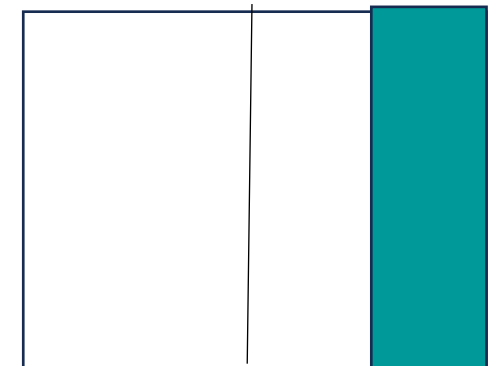
Trim: 16.75" x 10.875"  
 Type: 15.75" x 10"  
 Bleed: 17" x 11.125"

**FULL PAGE**

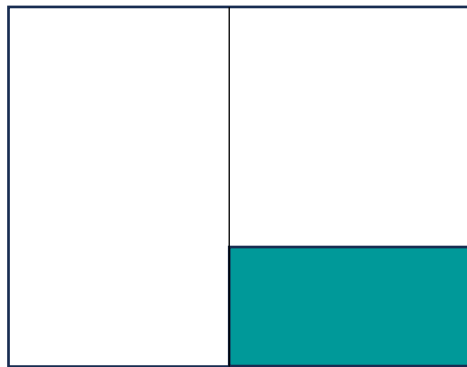
Trim: 8.375" x 10.875"  
 Type: 7.375" x 10"  
 Bleed: 8.625" x 11.125"

**HALF HORIZONTAL**

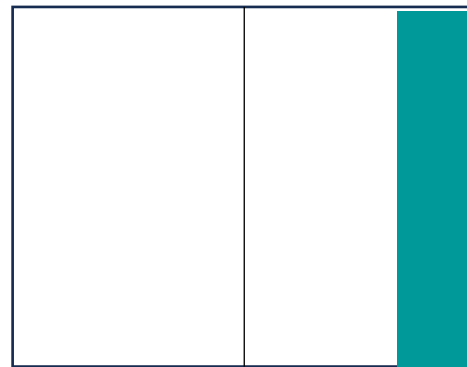
Trim: 7" x 4.875"  
 Type: 6.5" x 4.375"  
 Bleed: 7.25" x 5.125"

**HALF VERTICAL**

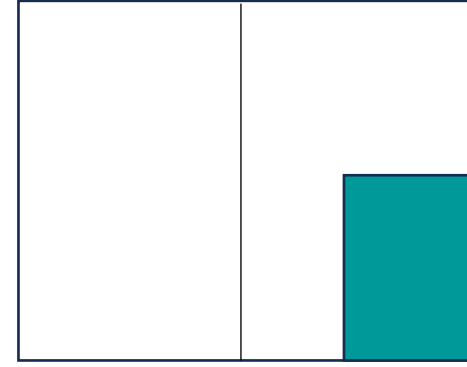
Trim: 3.375" x 10.875"  
 Type: 2.875" x 13.375"  
 Bleed: 3.625" x 11.125"

**THIRD HORIZONTAL**

Trim: 7" x 3.255"  
 Type: 6.5" x 2.75"  
 Bleed: 7.25" x 3.5"

**THIRD VERTICAL**

Trim: 2.25" x 10.875"  
 Type: 2.5" x 10.375"  
 Bleed: 2.5 X 11.125

**QUARTER VERTICAL**

Trim: 3.375" x 4.875"  
 Type: 2.875" x 4.375"  
 Bleed: 3.625" x 5.125"

**Note: Ads should be built at trim size and exported with .125" bleeds on all sides. For spread ads, keep live matter 1/2" away from either side of center or 1" total across the gutter.**

## Print/Digital Magazine Specs

### Material Requirements

#### Spread Advertising Materials

- Please supply without gutter allowance as this will be allowed for at plate stage
- If supplying spread “wrap around” (front and back cover material), please allow an additional 2” for printing of the spine

#### Accepted Formats

- Adobe
- InDesign
- Adobe Illustrator
- Adobe Photoshop
- Press-ready PDF files

*Any format not listed above must be discussed with our production department to determine if conversion is possible*

**All Materials Should be Sent to  
Cris Hayes, Sales Director  
cris@womensgolfmagazine.com**

#### WGM will not be able to use digital files which contain:

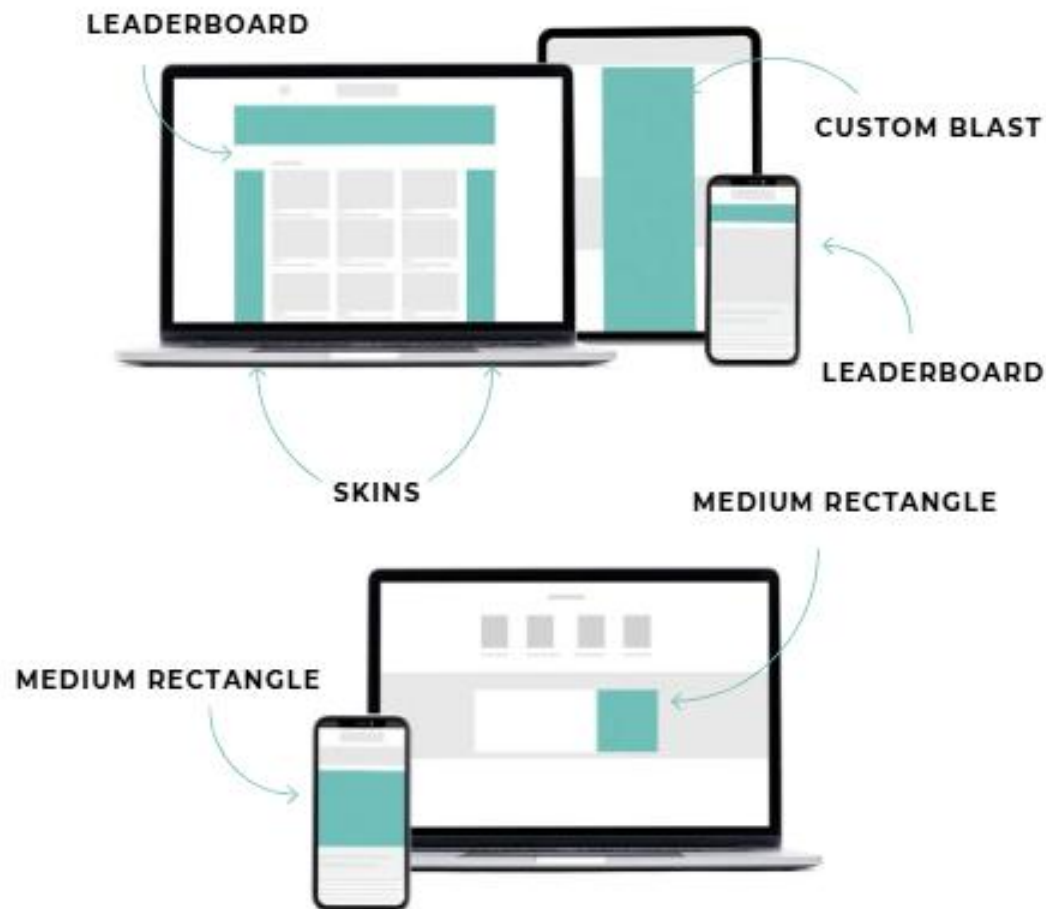
- Fonts that have not been embedded
- Files containing RGB, LAB or spot color mode instead of CMYK
- Images with an effective resolution below 300 dpi
- PDF files that are created from applications other than Adobe Acrobat Distiller
- Fonts that are artificially stylized
- Bleed isn't included or the file is the incorrect size
- PDF files are compressed

*All material which is not supplied to the specifications may result in additional production charges and cannot be guaranteed for quality or color reproduction*

#### Production Schedule

ISSUE	ON SALE	SPACE CLOSE	MATERIALS DUE
Winter	Jan 30	Jan 5	Jan 10
Spring	March 31	March 5	March 12
Summer	June 30	June 3	June 10
Fall	Sept 30	Sept 8	Sept 15

## Digital Advertising Available Units



### Website/Mobile

- Billboard (website)/Leaderboard (mobile)
- Medium Rectangle
  - Website
  - Mobile
- Parallax Ad
- Home Page Takeovers (all of above)

### E-Programs

- E-Newsletter Inclusion
  - Profile
- Custom Blasts
- Sponsored Blasts

## Digital Advertising Specs

### Website/Mobile

### E-Newsletter & Sponsored Blasts

#### Website/Mobile

- Billboard 970x250px
- Leaderboard 728 x 90px
- Medium Rectangle
  - Website 300 x 250px
  - Mobile 300 x 50px
- Parallax Ad 1440x1440px
- Home Page Takeovers (all of above)

Maximum File Size 50 KB  
Accepted formats JPG; GIF; SWF  
E-Newsletter Placements JPG or GIF only

*Note: Some email clients display only  
the first frame of animated GIFs*

#### E-Programs

- E-Newsletter Inclusion
  - Profile
    - ❖ Photo -- Image size is 640 x 370
    - ❖ Headline – 8 words or less
    - ❖ Write-up – No more than 50 words
    - ❖ URL
- Sponsored Blasts
  - Will be written & designed by WGM staff
  - Additional Items to provide:
    - ❖ Subject Line
    - ❖ Preheader
    - ❖ Photos
    - ❖ URLs

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[cris@womensgolfmagazine.com](mailto:cris@womensgolfmagazine.com)**

## Digital Advertising Specs

### Custom Blasts

Custom Blasts can be either HTML or JPEG in format  
(HTML recommended as it allows for multiple URLs)

#### HTML Format

*Please submit the following:*

- Subject Line (80 characters or less)
- Pre-Header (unless Built In to HTML)
- URL (built into HTML)
- Seed List – who should receive the test blast
- Creative Unit
  - HTML File Size: Max 20 KB
  - Max Width 600px
  - Recommended that images be under 100 KB with max of 200 KB
  - Table-based HTML only
    - ❖ No <div> tags
    - ❖ No floating or absolute positioning
  - All styling must be **inline**
  - No external style sheets
  - No background images
  - No bookmarks or anchor tags
  - No social media links

#### JPEG Format

*Please submit the following:*

- Subject Line
- Pre-Header: Short summary text (approximately 10 words providing an overview of the e-blast) displayed in the inbox following the subject line
- URL
- Seed List – who should receive the test blast
- Creative Unit
  - Size: 600w x 2000h or similar

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## Digital Advertising Specs

### Social Media & Hot Product Requests

#### Social Media

- **Instagram/Facebook Feed:** 1080x1080px (1:1), 1080x1350px (4:5 - recommended for portrait), or 1080x566 px (1.91:1)
- **Stories & Reels:** 1080x1920px (9:16 ratio)
- **LinkedIn:** 1024x512px to 1600x900px (16:9 or 1.91:1).
- **Carousel Posts:** 1080x1080px or 1080x1350px

#### Essential Social Post Development Rules

- File Formats: JPG or PNG for images; MP4 or MOV for videos
- Max File Size: 5 MB for photos, up to 15 MB for GIFs
- Text Length: 138-150 characters for organic, under 125 characters for ads
- Aspect Ratios: 1:1 (square), 4:5 (portrait), 1.91:1 (landscape), 9:16 (vertical)

#### Hot Product Requests

*Please submit the following:*

- One high resolution photos (minimum of 300 DPI)
- Catchy heading (maximum of 5 words)
- Product description (up to 100 words detailing features)
- Website URL
- Retail price (in US dollars)
- Company name
- Contact name
- Contact phone number

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