

PARTNER UP AND PRESERVE THE WEST.



888-687-1881

### MECHANICAL DATA

Magazine trim size is 8" x 10 7/8"

Bleed size is 8 1/4" x 11 1/8"

Keep live copy 1/2" from final trim

*All ads must be submitted digitally as high resolution PDF files.*

- ✓ 300 dpi
- ✓ CMYK
- ✓ All fonts and placed graphics embedded
- ✓ Total ink density of 290

Files may be uploaded via the Internet at: [twmag.com/upload.htm](http://twmag.com/upload.htm) or submitted on Mac-formatted CDs.

If you submit non-PDF or PhotoShop TIFF-formatted files, a **\$25 digital processing fee** will be assessed. Any non-PDF files must be **Macintosh-based** InDesign or QuarkXpress and include all fonts and support files.

**Other file formats** (Word, Publisher, Corel, etc.) are not acceptable.

All files must include a color (color ads only) or black & white proof.

### IF YOU NEED HELP

Design and production services are available upon request. Supply us with the text and images along with a suggested layout. Materials must be received prior to **ad closing date**.

- ✓ Full page, 2/3 page and 1/2 page ads **\$225\***, 1/3 page ad **\$175\***, Trading Post standard/jumbo and 1/4 page ads **\$100\***.  
\*includes **1 scan** of your photo or logo.

- ✓ Additional high resolution scans **\$35** each.

If you have any technical questions, call Robert Ray at 888-687-1881 or send your inquiry to: [proman@twmag.com](mailto:proman@twmag.com)

**Changes to ANY ad—built in-house or otherwise—are \$25 minimum.**

P.O. Box 8008 • Cave Creek, Arizona 85327  
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Cave Creek, Arizona 85331  
(toll free) 888-687-1881 • Fax 480-575-1903  
[twmag.com](http://twmag.com)

### DISPLAY AD SIZES

**Full Page**

7" W x 9.875" H

**Two-Thirds Page Vertical**

4.625" W x 9.875" H

**Half Page Horizontal**

7" W x 4.875" H

**Third Page Vertical**

2.25" W x 9.875" H

**Third Page Square**

4.625" W x 4.875" H

**Sixth Page Vertical**

2.25" W x 4.875" H

**Two-Page Spread**

15" W x 9.875" H

### TRADING POST & TRUE WEST TRAVEL AD SIZES

**Standard**

2.292" W x 2.182" H

**Jumbo Vertical**

2.292" W x 4.49" H

**Jumbo Horizontal**

4.705" W x 2.182" H

### AD SIZES PROPORTIONAL TO PAGE SIZE

