

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 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 and 2/3 page ads **\$225***, 1/2 page and 1/3 page ad **\$175***, Trading Post standard/jumbo and 1/3 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

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

P.O. Box 8008 • Cave Creek, Arizona 85327
6702 East Cave Creek Road, Suite #5
Cave Creek, Arizona 85331
(toll free) 888-687-1881 • Fax 480-575-1903
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

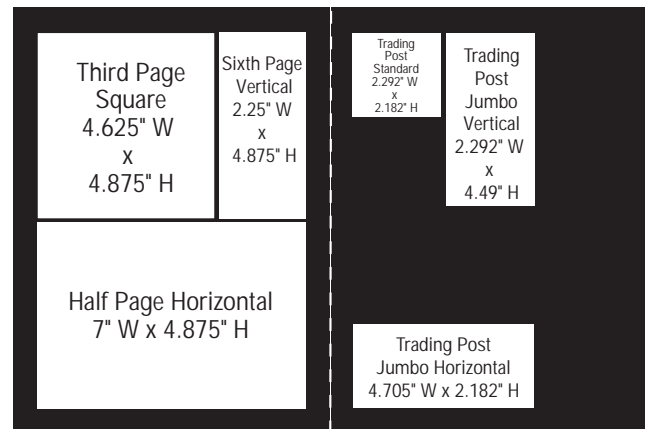
Jumbo Vertical

2.292" W x 4.49" H

Jumbo Horizontal

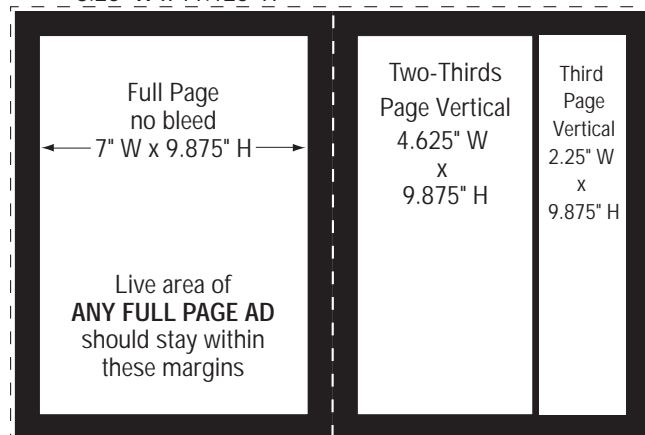
4.705" W x 2.182" H

AD SIZES PROPORTIONAL TO PAGE SIZE



8" W x 10.875" H
Trim size

Full page bleed
8.25" W x 11.125" H



16.25" W x 11.125" H
Two-Page Spread bleed