

PARTNER UP AND PRESERVE THE WEST.



888-687-1881

### MECHANICAL DATA

Magazine trim size is **8" x 10½"**

Bleed size is **8¼" x 11½"**

Keep live copy **½"** from final trim

All ads **must be** submitted digitally as **high resolution PDF** or **TIFF** files. **Other file formats are not acceptable.**

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

Files should be uploaded via the Internet at: [twmag.com/upload.htm](http://twmag.com/upload.htm) or submitted on **Mac-formatted** CDs. Please **do not** email them.

Due to the inconsistency of computer monitors *True West* can not guarantee the colors you see on your screen will reproduce accurately on press.

### 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 ¾ page ads **\$225\***, ½ page and ¼ page ad **\$175\***, Trading Post standard/jumbo and ¼ 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)

**Any changes to ads—built in-house or otherwise—will incur additional charges.**

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### 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

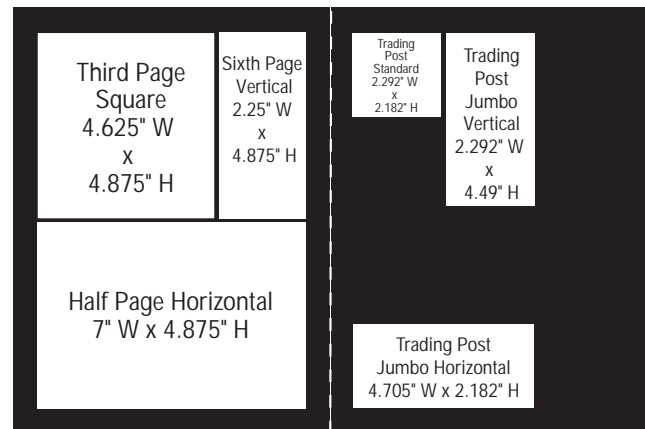
**Jumbo Vertical**

2.292" W x 4.49" H

**Jumbo Horizontal**

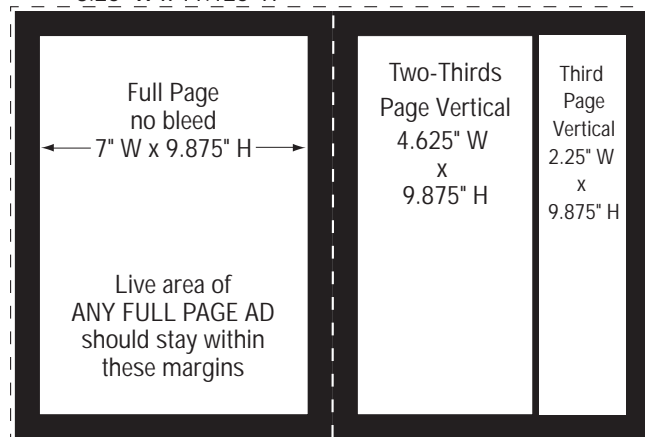
4.705" W x 2.182" H

### 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