

MINER VACATION MAGAZINE AD INFO AND SIZE SPECS

Deadline for Vacation Magazine Ads - October 20 (Winter) April 20 (Summer/Fall)

We would be happy to build your ad for you at no charge if you will provide us with hi-res artwork and photos and whatever copy you would like in your ad. Ideally photos should be in their original unaltered digital format straight from the camera. DO NOT resize or retouch them - please let us do that. If you need photos, we may have some in our files we can use or we may be able to take them for you. If you have a vision for your ad, let us know and we'll do our best to make it happen.

If you prefer to build your own ad or outsource it, please use the (width x height) specs below:

Full Page w/Bleed (printing clear to edge of page): 9.25" x 11.75"

Note: Keep 3/4" around the edge of the page clear of important elements like logos, print, etc.

Full Page - No Bleed: 7.5" x 10"

1/2 Page - Vertical: 3.6" x 10"

1/2 Page - Horizontal: 7.5" x 4.875"

1/4 Page (Vertical only): 3.6" x 4.875"

Resolution: 300 ppi minimum

Color Mode: RGB - we will do the conversion to CMYK using our print company's settings

File Format (in order of preference): Layered (if possible) PDF file, PSD, TIF, EPS, JPG, AI

AD CONTENT INFO *(If you want ad copy changes - please write on back of this form or email)*

Street Address: _____ PO Box _____

Phone: _____ Email: _____

Website: _____

Ad Copy: _____

RED RIVER MINER CONTACT INFO:

P.O. Box 735, Red River NM 87558 redriverminer@redriverminer.com redriverminer.com

Fritz (editorial) - 575-754- 2742 / 770-2231 Kerry (advertising) - 575-779-7192 / 754-6564