



# ADVERTISING SPECIFICATIONS FOR

## SADDLE & BRIDLE MAGAZINE

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### *the details*

**FINAL CUT PAGE SIZE** | 9.5 X 11.9375 INCHES

**THE "LIVE AREA." LIVE AREA** | 8.334 X 10.7715 INCHES.  
ALL CRITICAL ADVERTISING ELEMENTS SHOULD  
BE WITHIN THIS AREA. IF YOUR AD BLEEDS IT MUST  
INCLUDE AT LEAST .125 " BLEED OR MORE.

**A JPG TEMPLATE IS PROVIDED.**

**PHOTOGRAPHS** | PROVIDED IN ELECTRONIC FORM  
MUST BE AT LEAST 300 DPI AT ACTUAL SIZE. IF YOU  
PROVIDE ACTUAL COLOR OR BLACK AND WHITE  
PHOTOS THEY WILL BE RETURNED.

**ELECTRONIC MEDIA FILES** | INCLUDE ALL EMBEDDED  
FONTS. WE ACCEPT PHOTOSHOP OR ILLUSTRATOR  
FILES OR PDF FORMATTED FOR PRINT PRODUCTION.

**FTP TRANSFER** | WE DO HAVE AN FTP SITE AVAILABLE  
TO TRANSFER ELECTRONIC FILES. PLEASE CALL FOR  
INSTRUCTIONS.

**DEADLINES** | THE 15TH OF THE MONTH PRECEEDING  
THE MONTH OF PUBLICATION OR 10 DAYS EARLIER IF  
A PROOF IS REQUESTED.

The Blue Area is *the Live Area*.  
All critical advertising elements  
should be within this area.

**LIVE AREA: 8.334 X 10.7715 INCHES**

The Blue Area + Green Area  
is our *actual page size*.

**PAGE SIZE: 9 .5 X 11.9375 INCHES**

If your ad bleeds off the page, it must  
include *at least a .125 " bleed or more*.  
This area is indicated by *the Pink Area*.