



# PROGRAM AD SPECS

## MECHANICAL REQUIREMENTS

**FULL PAGE W/ BLEED** ..... 8.5" x 10.875"  
 (Includes back cover, inside covers & pages)

**TRIM SIZE** ..... 8.25" x 10.625"

**LIVE AREA** ..... 7.25" x 9.625"  
 (Keep all text & important content within .5" from edge)

**HALF PAGE (Horizontal)** ..... 7.75" x 4.875"

**LIVE AREA** ..... 7.5" x 4.375"  
 (Keep all text & important content within .5" from edge)

## AD COSTS

**BACK COVER FULL PAGE** ..... \$1,500

**FRONT INSIDE COVER FULL PAGE** ..... \$1,250

**BACK INSIDE COVER FULL PAGE** ..... \$1,250

**FULL PAGE** ..... \$800

**HALF PAGE** ..... \$450

## MATERIAL REQUIREMENTS

### PRODUCTION SERVICES

Ad design services are available at an additional charge at \$50 (half page) and \$100 (full page)

### DIGITAL FILE REQUIREMENTS

- Print-ready high resolution PDFs
- TIF (300 dpi resolution for photos/600 dpi for line art)
- JPEG (300 dpi)

**\*\*ALL FILES MUST HAVE FONTS OUTLINED AND NO LINKS TO FILES\*\***

### EMAIL FILES TO

ponokastampedemedia@gmail.com  
(Files must be under 25 MB)

**COVERS  
INSIDE OR BACK**

**FULL PAGE INSIDE**

8.25" x 10.625"  
W/ BLEED 8.5 x 10.875"

**1/2 PAGE  
HORIZONTAL**

7.75" x 4.875"

**1/2 PAGE  
HORIZONTAL**

7.75" x 4.875"

## PUBLICATION DEADLINES

**\*\* AD MATERIALS DUE NO LATER THAN MARCH 31<sup>ST</sup>\*\***

**FOR ADVERTISING RESERVATIONS,  
PLEASE CONTACT:**

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▶ **FOR MORE INFO ON THE PONOKA STAMPEDE, VISIT [PONOKASTAMPEDE.COM](http://PONOKASTAMPEDE.COM)** ▶