

# Snowbirds Gulf Coast 2010-11

## TECHNICAL SPECIFICATIONS

SnowBIRDS Gulf Coast is printed full color in tabloid newspaper format. An outside margin surrounds the print area of each page.

### FULL PAGE

**VERTICAL FORMAT**  
10.25 "w x 11.75 "h

### HALF PAGE (1/2)

**HORIZONTAL FORMAT**  
10.25 "w x 5.75 "h  
**VERTICAL FORMAT**  
5.1 "w x 11.75 "h

### QUARTER PAGE (1/4)

**VERTICAL FORMAT**  
5.1 "w x 5.75 "h

### EIGHTH PAGE (1/8)

**HORIZONTAL FORMAT**  
5.1 "w x 2.80 "h

### MARKETPLACE AD

**HORIZONTAL FORMAT**  
2.5 "w x 2.375 "h

### DELIVERY:

**MEDIA:** CD or DVD ROM

**TRANSFER:** E-mail attachment to  
[publisher@snowbirdsgulfcoast.com](mailto:publisher@snowbirdsgulfcoast.com)

### FILE FORMATS:

**JPEG:** CMYK 300-600 dpi; no security - all fonts included

**PDF (preferred):** CMYK 300-600; all fonts embedded; no graphic downsampling; binary data 300-1200 dpi; no security

## PUBLICATION SCHEDULE AND DEADLINES:

Issue	Space Deadline	Art Deadline
Holiday	Oct. 15, 2010	Nov. 5, 2010
January 2011	Nov. 25, 2010	Dec. 5, 2010
February 2011	January 10, 2011	January 20, 2011
March 2011	February 1, 2011	February 10, 2010

**Reserve Space  
While Available!**

#### 1/2 Page

**Horizontal**  
10.25 inches w  
5.75 inches h

**Vertical**  
5.1 inches w  
11.75 inches h

#### Full Page

10.25 inches w  
11.75 inches h

**Inside Banner**  
10.25 inches w  
2.5 inches h

#### 1/8 Page

5.1 inches w  
2.80 inches h

### NEW! Double Marketplace Ad

5.1 inches w  
1.875 inches h  
Actual Size

**Great Size  
for Coupon Ad!**

### NEW! Marketplace ad

2.5 inches w  
1.875 inches h  
Actual Size