



GOLFWEEK PRINT SPECS



Print Specs

PUBLICATION TRIM SIZE: 8 inches x 10.5 inches

Unit Name	Width in Inches	Depth in Inches
Full Page - Trim	8	10.5
Full Page - Live	7.5	10
Full Page - Bleed	8.4167	10.916
Full Page Spread - Trim	16	10.5
Full Page Spread - Live	15.25	10
Full Page Spread - Bleed	16.5	11
Half Page - Vertical	3.67	10
Half Page - Horizontal	7.5	4.9167
Third Page – Vertical	2.375	10
Quarter Page – Square	3.67	4.9167
Banner	7	1.5
Banner Spread	14.875	1.5
Front Coverwrap	7	6
Inside Coverwrap (Front/Back) – Trim	8	10.5
Inside Coverwrap (Front/Back) – Live	7.5	10
Inside Coverwrap (Front/Back) – Bleed	8.4167	10.916

Additional Print Notes

MECHANICAL INFORMATION

Printing Heatset Web offset press

Binding Perfect

Colors Available Process, PMS, metallics

Color Sequence PMS, black, cyan, magenta, yellow

Shipping Ship space orders, contracts, correspondence, copy, proofs, etc. to:

Advertising Traffic Coordinator, Golfweek, 633 N. Orange Ave., Floor 2, Orlando, FL 32801 • Phone: 407.563.7022

ISSUANCE & CLOSING DATES

Golfweek is published 12 times per year in print; see Editorial Calendar for dates. Except during holiday weeks, advertising closes 14 days prior to issue date at noon Eastern Standard Time. Materials are due at noon on the advertising close day. Special sections have earlier closing dates.

The publisher may act on the written instructions of either the advertiser or agency as to any ad. No liability is assumed as to any instructions received after closing date.

ADVERTISING & PRODUCTION SPECS

Digital Formats

All ad submissions must be Adobe PDFX1a files. File guidelines include:

- Fonts: All fonts must be embedded
- Color:
 - Color space must be CMYK or grayscale. [No RGB, LAB or embedded color profiles (including ICC profiles)]
 - Files with PMS/metallics will not be accepted without prior notification (corresponding number and proof must be supplied).
 - Without prior notification, PMS colors must be converted to CMYK.
 - Include an approved SWOP color proof.
 - Golfweek/Gannett cannot be held responsible for errors in reproduction if an approved color proof is not supplied.



GOLFWEEK DIGITAL SPECS



Rotational Takeovers

Unit Name	PX Size	Platform	File Type	Served	Static Limit	HTML 5 Limit	Max Animation	Audio	Video	Max Video Size	Aspect
Poster	300x250	Desktop, Mobile, Tablet	JPG, GIF, 3rd Party Tag, HTML5	Site served or 3rd party tag	60k	90k initial, 150k polite	:15 (Banner); :15 or :30 (Video)	User initiated	Auto Play or Click-to-Play	2MB (3rd party only)	16:9 or 4:3
Billboard	970x250	Desktop	JPG, GIF, 3rd Party Tag, HTML5	Site served or 3rd party tag	120k	150k initial, 300k polite	:15 (Banner); :15 or :30 (Video)	User initiated	Auto Play or Click-to-Play	2MB (3rd party only)	16:9 or 4:3
Leaderboard	728x90	Desktop, Tablet	JPG, GIF, 3rd Party Tag, HTML5	Site served or 3rd party tag	60k	150k initial, 300k polite	:15 (Banner); :15 or :30 (Video)	User initiated	n/a	n/a	n/a
Half Pg (Optional)	300x600	Desktop, Tablet	JPG, GIF, 3rd Party Tag, HTML5	Site served or 3rd party tag	100k	150k initial, 300k polite	:15 (Banner); :15 or :30 (Video)	User initiated	Auto Play or Click-to-Play	2MB (3rd party only)	16:9 or 4:3
Mobile Display	320x50	Mobile	JPG, GIF, 3rd Party Tag, HTML5	Site served or 3rd party tag	25k	75k initial, 150k polite	:15 (Banner); :15 or :30 (Video)	n/a	n/a	n/a	n/a
Skin/Wallpaper	2560x1600	Desktop	JPG, PNG	Site served only	300k	n/a	n/a	n/a	n/a	n/a	n/a

[PSD Template Here](#)
[Guidelines Here](#)
[Example Here](#)

Golfweek Emails

E-Newsletters, Digital Edition, Dedicated E-Blast

E-Newsletters: Get Primed, Get Equipped, Get Social, Golf Life

Unit Name	PX Size	Platform	File Type	Served	Static Limit	Max Animation	Max Loops
Poster	300x250	Mobile	JPG, GIF, PNG	Site served only	60k	:15	3
Email Billboard	600x250 or 600x200	Desktop, Tablet	JPG, GIF, PNG	Site served only	100k	:15	3

[E-Newsletter Example Here](#)

Golfweek Digital Edition

Unit Name	PX Size	Platform	File Type	Served	Static Limit	Max Animation	Max Loops
Email Billboard	600x250	Mobile, Desktop, Tablet	JPG, GIF, PNG	Site served only	125k	:15	3
Top Unit	550x120	Mobile, Desktop, Tablet	JPG, GIF, PNG	Site served only	85k	n/a	n/a

[Digital Edition Example Here](#)

Dedicated E-Blast

Unit Name	PX Size	Platform	File Type	Served	Static Limit	HTML Limit
Dedicated E-Blast	600x1000 max	Mobile, Desktop, Tablet	JPG, GIF, PNG, fully-pathed HTML	Site served only (static only)	150k	150k

[E-Blast Example Here](#)