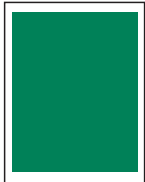
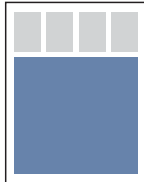


prairie dog AD SPECS

AD SIZES WIDTH × HEIGHT



FULL PAGE
9.5" × 12.25"



3/4 SQUARE
9.5" × 9.15"



5/8 HORIZONTAL
9.5" × 7.6"



1/2 VERTICAL
4.67" × 12.25"



1/2 HORIZONTAL
9.5" × 6.05"



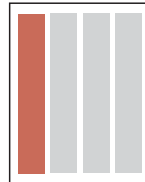
3/8 VERTICAL
4.67" × 9.15"



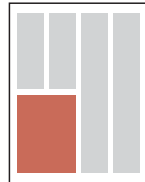
3/8 HORIZONTAL
9.5" × 4.5"



1/3 VERTICAL
4.67" × 7.6"



1/4 PILLAR
2.25" × 12.25"



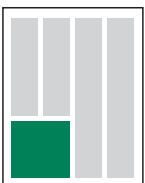
1/4 VERTICAL
4.67" × 6.05"



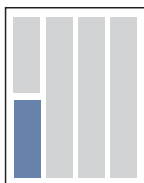
1/4 BANNER
9.5" × 2.95"



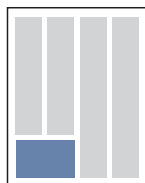
1/6 VERTICAL
2.25" × 9.15"



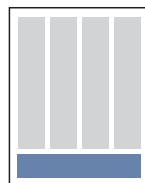
1/6 SQUARE
4.67" × 4.5"



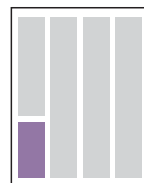
1/8 VERTICAL
2.25" × 6.05"



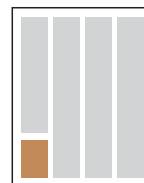
1/8 HORIZONTAL
4.67" × 2.95"



1/8 BANNER
9.5" × 1.4"



1/10 VERTICAL
2.25" × 4.5"



1/16 VERTICAL
2.25" × 2.95"

REQUIREMENTS

Submit your ad as a **PDF** (with fonts embedded). High-quality JPEGs or flattened TIFFs are also acceptable though not preferred.

Resolution should ideally be **300 pixels per inch**. 150 ppi is the lowest we can accept.

All colour must be **CMYK** or **grayscale**. Total ink coverage should not exceed **240%**.

If any of these requirements are not met, your file might be **rasterized** and adjusted.

DELIVERY

Submit your ad by e-mail to **tm@prairiedogmag.com**

Or send a link to a file sharing service (such as Dropbox).

DESIGN TIPS

Please design your ad in **CMYK**.

We do not require bleeds, slugs or printers marks. You can build your ad to **exact size**.

Our paper stock is newsprint, so expect significant **dot gain** and a general dulling of colour.

Do not use **blacks** made out of all four colours. 100% K will give you the crispest result. Also, dark browns do not reproduce well.

Fine lines and **small type** may be in colour, but should use as few inks as possible.

White text on a dark background should not be too small or too fine. This works best when the background is a single ink.

Try to create files no larger than **10 MB**.

CORRECTIONS

Advertisers should read their advertisement in the *first issue it appears* and report errors in time for the next insertion. *Prairie Dog* magazine is responsible for only the first incorrect insertion.

Should an error be made by *Prairie Dog* that materially affects the view of an advertisement, an adjustment will be made.

Make-goods are equal in size to the affected portion of the original advertisement.