



HUMPS N' HORNS® BULL RIDING NEWS

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Advertising Specifications

Humps N' Horns® is published once a month and mailed the first week of each month. We produce twelve issues a year. Our deadline for receiving all advertising copy is on the fifth of every preceding month. Example: if ad is to run in the May issue, deadline would be April 5th.

Humps N' Horns® is produced in PC format. All PC fonts must be used in ad, if font is unique, please include or embed font. Macintosh ads are allowed with prior knowledge and instructions.

Acceptable formats are: PageMaker 6.5, Adobe Photoshop 6.0, Illustrator 9.0, CorelDraw 10, Publisher 2002, PowerPoint 2002, and Microsoft Works 2000. EPS and PDF files ONLY are considered *camera ready*.

All PDF files must follow these guidelines:

- PDF files must be press optimized at 2400 dpi, with bicubic downsampling at 300 dpi, CMYK color, images used must be EPS or TIF at 240 dpi or higher, Acrobat 4.0 compatible, embed all fonts and compress all text and line art.
- Color EPS files must be CMYK with a minimum of 240 dpi. They can be produced in either Photoshop or Illustrator. Grayscale photos and EPS files can be a minimum of 200 dpi.
- Camera ready ads are PDF or EPS format ONLY. Entire ad must be one piece of artwork and ready to send to printer as is. Any other format must be reset, which does not constitute *camera ready*.

Any variations must be approved by publisher.

Margins must be a minimum of 1/4" on all sides. If you are sending a full bleed, increase your page size accordingly. Preflight any PDFs before sending. A handbook on guidelines for creating and preflighting PDFs is available. Ask your advertising rep for a preflight handbook or call 918•476•8213. They are available via electronic transfer as well.

The World's Leading Source for Bull Riding News & Information!