

The Draft Horse Journal Digital Ad Checklist

Company/Advertiser Name: _____ Contact Name: _____

Agency Name: _____ Contact Phone: () _____

Number of ads: _____ E-mail address: _____

Ad File Name: _____ For Mag/Issue: _____

color black and white

color black and white

AD DIMENSIONS

Color or Black/White

- Full Page 7-5/16"w x 9-1/2"d**
- 2/3 Page (Horiz.) 7-5/16"w x 6-5/16"d
- 2/3 Page (Vert.) 4-13/16"w x 9-1/2"d
- 1/2 Page (Horiz.) 7-5/16"w x 4-5/8"d
- 1/2 Page (Vert.) 4-13/16"w x 7-5/16"d
- 1/3 Page (Horiz.) 7-5/16"w x 3-1/8"d
- 1/3 Page (Square) 4-13/16"w x 4-11/16"d
- 1/3 Page (Vert.) 2-5/16"w x 9-1/2"d

Black/White Only

- 1/4 Page (Paired) 3-11/16"w x 4-5/8"d
- 1/4 Page (Stand Alone) 4-13/16"w x 3-11/16"d
- 1/6 Page (Paired) 3-2/3"w x 3-1/6"d
- 1/6 Page (Horiz) 4-13/16"w x 2-5/16"d
- 1/6 Page (Vert.) 2-5/16"w x 4-5/8"d
- 3" AD 2-5/16"w x 3"d
- 2" AD 2-5/16"w x 2"d

**Bleeds are only available on full page ads. (Magazine Trim Size: 8"w x 10-3/4"d / Bleed Dimensions: 8-1/4"w x 11"d)

(On full page ads, we will need room 1/2" from the bottom of the page, on the left side and right side, to print or reverse out the magazine folio and page number.)

Check all boxes that apply:

COMPUTER SYSTEMS

- Mac OS9.x Mac OSX 10.x Windows (PDFs only)

ADS SUBMITTED AS

- Native files/fonts/graphics
 PDF (Portable Document Format) - Press Quality

APPLICATIONS (Does not apply if submitting PDFs)

- Quark Xpress (up to Quark 5 only) Version _____
 Adobe InDesign Version _____
 Adobe Illustrator Version _____
 Adobe Photoshop Version _____

GRAPHICS / COLORS

- Colors CMYK or Pantone from process?
Graphics 300 ppi (resolution) and to size (at 100%)?
Files saved as TIFF for color or b/w?
All layers flattened within graphics?
Graphics included on disk?

FONTS

List all fonts used in ads: (All fonts must be on disk or contained within PDF.)

Only Type 1 and OpenType fonts are acceptable. (No System/city, TrueType, Multiple Master, Dfont, Unicode or Windows fonts)

MEDIA

- CD DVD

- Disk directory printout provided.

We prefer to receive ads on disk (in case we have to go back to the original files). However, if e-mailing or uploading to a FTP (File Transfer Protocol) server please phone first.

- E-mailed (date) _____

- FTP File Name: _____

FTP Address: _____

User Name: _____

Password: _____

PROOF (required)

Proofs must be of high quality and match files provided.

- Color Proof Provided

- B/W Proof Provided

Ads not created by The Draft Horse Journal are printed as received. Any advertiser's changes will be billed accordingly.

IF SENDING A PDF, YOU DO NOT NEED TO SEND OTHER FILES.
(Please fax a proof if sending via the internet.)

**E-mail: advertising@drafthorsejournal.com
www.drafthorsejournal.com**