

# Loops

10601 Lomas Blvd., NE  
Suite 106  
Albuquerque  
New Mexico 87112  
505.899.1870  
Fax 505.792.5678

Ask your sales representative for multiple run rates

## General Advertising Rates    1 Spot Color    4-Color

Full page .....	\$465	540	690
Half page .....	335	410	560
Quarter page .....	205	280	430
One-sixth page .....	145	220	370

**Color Rates:** On all inside pages colors are charged at \$75 each. Cover rates already include color charges.

**Inserts:** 3X regular page rate plus \$65/K.  
Card size minimum is 6 x 6 inches, maximum is magazine trim size.  
Placed between 16 page signatures beginning with pages 18/19.

**Photo scans:** \$7.50 each (minimum).

**Premium Placement Rates:** (per issue.)

4-color charges included

Inside front .....	\$885
Inside back .....	\$885
Back .....	\$935

Additional 15% (page rate only) for advertising on pages in first 20% of magazine.

Multiple insertion discount rates require contract.  
Until credit is established, payment is required and must be paid before publication.  
Rates are subject to change without notice, except for advertisers under frequency contracts.

**Bleed Dimensions:** a minimum of 1/8 inch beyond the trim size on all four sides: **8-1/2 x 10-3/4 inches**. The image area (active area) remains the same for a bleed ad, 7 x 9-3/4 inches. Text and logos (or other information that should **not** bleed off the page) should appear within the image area. Items closer than a full 1/4 inch from the trim run the risk of being cut off when the magazine is trimmed at the printer.

### Copy & Contract Regulations

Publisher reserves the right to accept or reject advertising.  
Publisher reserves the right to clearly label as "Advertisement" any copy that simulates editorial comment.

### Camera Ready Requirements

#### Mac Only.

QuarkXpress, Photoshop, Adobe Illustrator, TIFF, EPS or high rez PDF. ( PDFX-1a )  
Postscript fonts only, no system fonts please.

Include ad documents, all image scans and all fonts on disk and  
a color key or match proof.

**Digital Ready:** TIFF or high rez PDF (PDFX-1a)

### Production requirements

For advertising created by Western Sports Publishing  
Original artwork (or 600 dpi tiff) and photos (or 300 dpi tiff) required  
for best reproduction. NO Xerox copies, half-tones or laser printer copies.

**Issuance and Closing Dates:** Published monthly.

**Publication Date:** Mailed by 15th of each month.

**Closing Date Space Reservations (booking deadline)**

35 days prior to publication date

## Mechanical Measurements

### Width of Column:

2-5/16 inches or 13p4 picas

### Gutter Width:

between columns  
5/32 inches or 1 pica

### Depth of Column:

9-3/4 inches or 58p6 picas

Three columns per page for  
a total of 29-1/4 column inches.

### Page Margins:

image area to trim

Top: 5/16 inch or 2 picas  
bottom: 7/16 inch or 2.6 picas  
outside: 1/2 inch or 3 picas  
inside (gutter): 3/4 inch or 4p6

## Ad Dimensions

	Inches		Picas		
	width	depth	width	depth	
Trim Size	8-1/4	10-1/2	49p6	63	active area is 7 x 9-3/4 inches
Full Page Bleed	8-1/2	10-3/4	51	65	see top right of page for further information
Full Page	7	9-3/4	42	58p6	
2/3 Horizontal	7	6-1/2	42	39	
2/3 Vertical	4-5/8	9-3/4	27p8	58p6	
Half Page Horizontal	7	4-3/4	42	28p6	
Half Page Vertical	4-5/8	7	27p8	42	
Third Page	4-5/8	4-3/4	27p8	28p6	1/3 may also be 1 column x 9 3/4 inches
Quarter Page Horizontal	4-5/8	3-3/8	27p8	20p6	
Quarter Page Vertical	3-3/8	4-3/4	20p3	28p6	
1/6th	2-1/4	4-3/4	13p4	28p6	
2 Page Spread	15-1/8	9-3/4	91	58p6	
Single Column	2-1/4	up to 9-3/4	13p4	up to 58p6	

Ad sizes on sample pages  
and bleed ad layout  
on pages 2 & 3.

**QUARTER PAGE  
VERTICAL**  
3-3/8 x 4-3/4 inches  
20p3 x 28p6 picas

**QUARTER PAGE  
HORIZONTAL**  
4-5/8 x 3-3/8 inches  
27p8 x 20p6 picas

**1/6 PAGE VERTICAL**  
2-5/16 x 4-3/4 inches  
13p4 x 28p6 picas

**1/6 PAGE HORIZONTAL**  
4-5/8 x 2-1/2 inches  
27p8 x 15 picas

**HALF PAGE HORIZONTAL**  
7 x 4-3/4 inches  
(42 x 28p6 picas)

**HALF PAGE VERTICAL**  
4-5/8 x 7 inches  
(27p8 x 42 picas)

**FULL PAGE, NO BLEED**  
7 x 9-3/4 inches  
(42 x 58p6 picas)

# FULL PAGE BLEED SPECIFICATIONS

## When creating a camera ready pdf:

Be sure to save the pdf as a PDFX-1a, with at least an 1/8 inch bleed and check the 'clip at bleed edge' box.

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	width by depth, inches	picas
Trim size	8-1/4 x 10-1/2	49p6 x 63
Active (image) area	7 x 9-3/4	42 x 58p6
Bleed size	8-1/2 x 10-3/4	51 x 65

## example: right hand page

