

DEADWOOD

MAGAZINE

✦ ADVERTISING MECHANICAL SPECS ✦

Advertising Deadlines

The 10th of the month prior to publication. Magazines distributed the last week of each month.

Mechanical Data

Magazine size is 8.5" x 11"

Bleed size is 9" x 11.5"

Keep live copy 1/4" from final trim size

All camera ready ads must be submitted as

- High resolution .pdf , .tif or .jpg files
- 300 dpi
- CMYK mode
- all fonts and graphics embedded
- files accepted via e-mail or on a CD

All other formats will not be accepted.

All submitted ads must be accompanied by a color proof.

Design Services

Design and production services are available and will be charged at \$80 per hour with a one hour minimum charge. High resolution scans are available for \$25 each.

Please call for more information.
605-722-7111

Ad Sizes

Full Page Bleed	9" x 11.5"
Live Area	8" x 10.5"
Full Page No Bleed	8" x 10.5"
1/2 Page Vertical	3.625" x 9.75"
1/2 Page Horizontal	7.5" x 4.75"
1/3 Page Square	5" x 4.75"
1/4 Page Vertical	3.625" x 4.75"
1/6 Page Vertical	2.25" x 4.75"

Distribution

Published monthly.

10,000 copies distributed each month to South Dakota I-90 Info Centers, Deadwood area hotels, motels, bed & breakfasts, restaurants and Information Centers throughout the Black Hills. Over 300 paid subscriptions are distributed throughout the US and Canada and the list is growing substantially each month.