



# ADVERTISING GUIDELINES

## DISPLAY AD SIZES

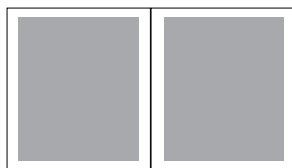
### Spread

Trim: 16.75" x 10.875"  
Pull Bleed to: 17" x 11.125"



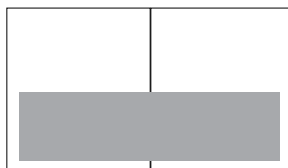
### Full Page

Trim: 8.375" x 10.875"  
Pull Bleed to: 8.625" x 11.125"

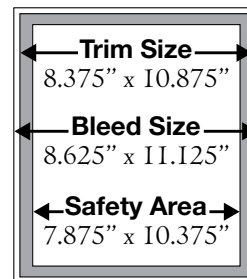


### Billboard

Trim: 16.75" x 5.375"  
Pull Bleed to: 17" x 5.625"

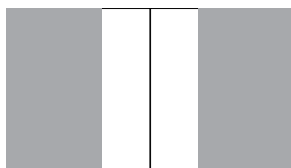


### Example: Full Page



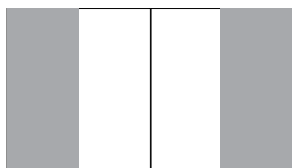
### 2/3 Vertical (Bleed)

Trim: 5" x 10.875"  
Pull Bleed to: 5.25" x 11.125"



### 1/2 Vertical (Bleed)

Trim: 4" x 10.875"  
Pull Bleed to: 4.25" x 11.125"



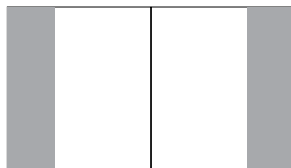
### 1/2 Horizontal (Non-Bleed)

7.125" x 4.675"



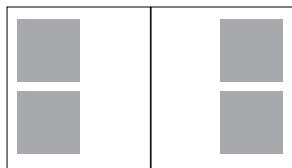
### 1/3 Vertical (Bleed)

Trim: 2.75" x 10.875"  
Pull Bleed to: 3" x 11.125"



### 1/3 Square (Non-Bleed)

4.625" x 4.625"



### 1/4 Vertical (Non-Bleed)

3.5" x 4.675"



## PLEASE NOTE

### TRIM

Final, cropped size of your ad.

### BLEED

Add .125" to all sides of your Trim size.

### SAFETY

Subtract .25" from Trim size. All type and logos should be within the Safety area.

Make sure crop marks are offset by at least .125".

## DISPLAY AD MATERIALS GUIDELINES

- High-resolution, press-ready PDF files preferred. EPS, JPG, and flattened TIFF files also accepted.
- Document must be built to the correct size.
- Color mode must be CMYK; no spot or Pantone colors.
- All image files must be updated and embedded, and have an effective resolution of 300 ppi or greater.
- Include your company name in the file name.

## SENDING INSERTION INFORMATION

Please include:

- Name of the ad file being sent.
- Contact information of the person responsible for the production of the ad.

Pickups:

- Submit in writing.
- Include issue date/cover.

## SEND AD VIA EMAIL

Send collected, stuffed files by email to:  
coor@cowboysindians.com

## SEND AD VIA THIRD PARTY TRANSFER

Files over 10MB may be sent via third party transfer website,  
c/o: coor@cowboysindians.com

## IF PROVIDING COLOR PROOF

Mail to:

*Cowboys & Indians*

Keely Junot

12221 Merit Drive, Suite 1610

Dallas, TX 75251

# COWBOYS & INDIANS

THE PREMIER MAGAZINE OF THE WEST



# DIGITAL ADVERTISING GUIDELINES

## WEBSITE ADVERTISING

**BILLBOARD** 970 x 250 px \$30/CPM

**LEADERBOARD** 728 x 90 px \$20/CPM

**HALF PAGE**  
300 x 600 px  
\$30/CPM

**MEDIUM RECTANGLE**  
300 x 250 px  
\$20/CPM

**MOBILE LEADERBOARD**  
320 x 50 px

*\*Mobile Leaderboard recommended for mobile optimization.*

CPM (per thousand impressions)  
20,000 minimum impressions—run of site.

### FILE TYPES ACCEPTED

Standard JPEG, GIF, PNG, Flash  
(Please include website URLs for all ads.)

### Flash and Animation (HTML5):

All Flash/HTML5 ads must have embedded click tag and additional back-up GIF or JPEG ad creatives.

### Third-Party Ads:

cowboysindians.com supports most third-party ad servers and accepts iFrame and JavaScript tags.

Atlas ★ DoubleClick  
EyeWonder ★ MediaMind  
PointRoll ★ Mediaplex

## WEEKLY E-NEWSLETTER ADVERTISING

**LEADERBOARD/FOOTER** 728 x 90 px \$350

**MEDIUM RECTANGLE**  
300 x 250 px  
\$300

**SPONSORED CONTENT A** \$600  
IMAGE - 600 x 250 px. No text or logo.  
HEADER - 10 WORD MAX.  
TEXT - 75 WORD MAX.  
TRACKING - 3 URLs max.  
(Image, line of text, and read more button)  
1x1 click pixel for 3rd party tracking accepted

**SPONSORED CONTENT B** \$400  
IMAGE - 300 x 250 px. No text or logo.  
HEADER - 8 WORD MAX.  
TEXT - 30 WORD MAX.  
TRACKING - 2 URLs max.  
(Image and read more button only. No text links)  
1x1 click pixel for 3rd party tracking accepted

*\*Sponsored Content text may be edited for style and clarity by C&I Editors*

### DISTRIBUTION

Distributed to 100% opt-in subscriber list each Wednesday.

### FILE TYPES ACCEPTED FOR E-NEWSLETTER ADS AND SPONSORED CONTENT PHOTO:

Static Only – JPEG, PNG  
(Please include website URL for all ads.)  
1x1 click pixel for 3rd party tracking accepted

*Prices and availability subject to change.*

## DEADLINES & MATERIALS

Space and Materials Deadline two weeks prior to Start Date.  
Submit files via e-mail to [webproducts@cowboysindians.com](mailto:webproducts@cowboysindians.com).

**COWBOYS & INDIANS**

THE PREMIER MAGAZINE OF THE WEST