

BASS TIMES

The Official Publication of the World's Best Bass Anglers

2010 PRINT PRODUCTION SPECS

PRODUCTION DEPARTMENT
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AD SPECIFICATIONS

Trim Size 10.5" x 13.75" Saddle Stitched Inserts jog to the foot

Ad Size	Ad Dimensions (Trim Size) width x height	Ad w/ Bleed width x height	Live Area keep all type within this area width x height
Full Tab Spread	21.25" x 13.75"	21.25" x 14"	20.25" x 13"
Full Tab	10.5" x 13.75"	10.75 x 14"	9.75" x 13"
Half Tab	9.75" x 6.5"		
Showcase	3.25" x 4.125"		
Jr. Page Spread	15.75" x 10.5"		
Jr. Page	7.875" x 10.5"		
2/3 Page Vertical	4.625" x 10.5"		
1/2 Page Island	4.625" x 7.375"		
1/2 Page Horizontal	7.875" x 5.125"		
1/3 Page Vertical	2.25" x 10.5"		
1/3 Page Horizontal	7" x 3.25"		
1/3 Page Square	4.625" x 5"		
1/4 Page Horizontal	7" x 2.375"		
1/4 Page Square	3.375" x 5"		
1/6 Page Vertical	2.125" x 5"		
1/6 Page Square	3.375" x 3.25"		

2010 Ad Material Due Dates

January	12/04/09
February	01/06/10
March	02/02/10
April	03/09/10
May	04/06/10
June	05/11/10
July	06/04/10
August	07/06/10
September	08/10/10
October	09/07/10
November	10/05/10
December	11/08/10

BASS Production Department Ad Material due process:

ALL ADS MUST BE:

- CMYK
- 300 dpi
- Hi- Res PDF files with images and fonts embedded
- Contain crop marks and bleeds. Wth crop marks OUTSIDE bleed areas.
- Pre-flight all PDFs

BASS no longer accepts:

Quark files, tiffs, jpegs, font files

SHIPPING:

- Via FedEx, UPS, DHL, USPS:
C/O Becky Bartell to above address.
-or -

• Via USPS:
BASS
Production Department
Becky Bartell
PO Box 10,000
Lake Buena Vista, FL 32830

- or -
- Upload files via ESPN's FTP site.