

Deadlines:

Final Ads and payments must be submitted by **September 2nd, 2016 by 5pm**

AD File Setup:

- Keep all important information within the "Live Area" dimensions
- Outline all fonts
- All files should be in CMYK mode (Including images), No Spot Color or RGB
- No crop-marks
- No Bleeds
- Files must be 300dpi
- **High Res PDF files are preferred.** We also will accept JPG images at 300 dpi

File Upload:

1. Label the ad file with your name and date as shown in this example: Toolstudios.08.01.2016.pdf
2. Go to toolstudios.com/niwot
3. Select "Choose File" and then upload your file
4. Send an email notification once the file upload is complete and include the filename to: niwot@toolstudios.com
5. Please do not name the file the publication's name, it must include the advertiser name instead. Please attach to your email a low resolution PDF/jpg.

AD Specs:

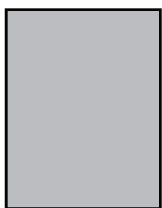


2 Page Spread Ad: \$1,500

trim size = 17" x 11"
bleed size** = 17.25" x 11.25"
live area* = 16" x 10.375"
gutter = .75" (please make sure that text and other important information does not cross the gutter area)
non-bleed size = 16" x 10.375"

Premium Location Full Page Ad: \$1,000

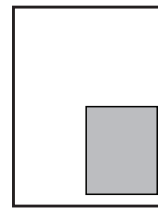
This includes the inside front cover & back cover
Specs are the same as the Full Page Ad



Full Page Ad: \$800

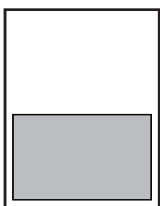
trim size = 8.5" x 11"
bleed size** = 8.75" x 11.25"
live area w/1/8 border* = 8" x 10.5"
live area w/o border* = 8" x 10.5"
non-bleed size = 7.625" x 10.375"

*Hold all live matter to the designated live area on bleed ads.
**Bleed dimensions allow 1/8" trim on all sides.



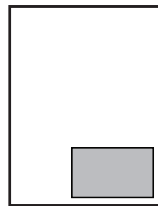
Quarter Page Ad: \$200

size = 3.625" x 5"
bleed size = na
live area w/1/8 border = 3.9375" x 5.1875"
live area w/o border = 4" x 5.25"



Half Page Ad: \$400

size = 7.625" x 5"
bleed size = na
live area w/1/8 border = 8" x 5.1875"
live area w/o border = 8" x 5.25"



Eighth Page Ad: \$75

Trim Size = 3.625" x 2.5"
Live Area w/1/8 border = 3.9375" x 2.5312"
live area w/o border = 4" x 2.625"

For any questions please call **Jennifer Bair 720.272.4949** or email her at NiwotDirectory@gmail.com

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