

ADS DUE: **FEB. 1, 2012**



2012 MISSISSIPPI GULF COAST BILLFISH CLASSIC AD SPECS

Tournament Dates: June 4-10, 2012
www.mgcbc.com

BOOK SPECIFICATIONS:

Trim Size: 8 1/2" x 11"
Bleed Size: 8 3/4" x 11 1/4"
Binding: Perfect Bound

DIGITAL REQUIREMENTS:

No live matter within 1/4" of gutter or trim. Marks must be offset at least 1/8" from trim. Supplied ads must be CMYK. All ads must be created to exact size specifications listed at right.

PRODUCTION CHARGES:

Any advertisement that needs production such as typesetting, layout, color separations, resizing, etc., may be subject to production charges. Additional production costs may be added to invoice, if necessary. Costs not to exceed \$200.00, unless otherwise notified.

REQUIRED FORMAT:

PDF/X-1a is the required file format for PDF ad submission. If you are supplying native files, they must be accompanied by the fonts and links used in those files and must be compressed (either .zip or .sit). Small black type must be 100% black ONLY. Total ink density should not exceed 300%. Photos must be 300dpi. Vector (.eps or .ai) files are preferred for logos.

ELECTRONIC TRANSMISSION:

For files up to 6MB: Email megan@knightabbey.com

For files in excess of 6MB: Upload to our FTP
Address: www.knightabbey.com (click on FTP tab)
Username: billfish
Password: billfishftp

AD SIZES:

SIZE OF AD	WIDTH	HEIGHT
Full Page Trim Size	8.5"	11"
Full Page Bleed	8.75"	11.25"
Full Page No Bleed	7.25"	10"
1/2 Page Horizontal Bleed	8.75"	5.625"
1/2 Page Horizontal No Bleed	7.25"	4.875"
1/2 Page Vertical Bleed	4.25"	11.25"
1/2 Page Vertical No Bleed	3.5"	10"
1/4 Page Vertical Bleed	4.25"	5.625"
1/4 Page Vertical No Bleed	3.5"	4.875"

Please email megan@knightabbey.com when your upload is finished, so we can take action on the ad immediately. We do not actively monitor all of our FTP sites.

Send all hardcopy materials to:

Billfish Classic
c/o Knight Abbey
Attn: Megan Garziano
315 Caillavet Street
Biloxi, MS 39530

For more information:

Email megan@knightabbey.com
Call 228-702-3227

