PLAY THE GAME, LIVE THE LIFESTYLE

WOMEN'S GOLF

Creative Specs Information

PLAY THE GAME, LIVE THE LIFESTYLE

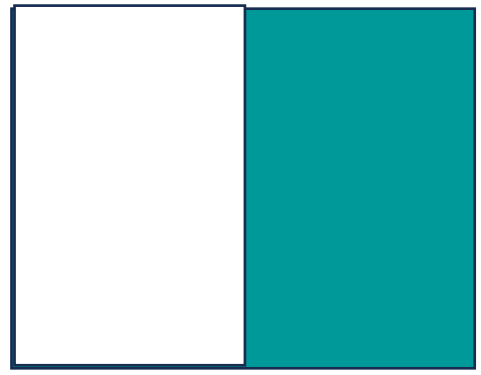
WOMEN'S GOLF

Print/Digital Magazine Ad Specs

SPREAD

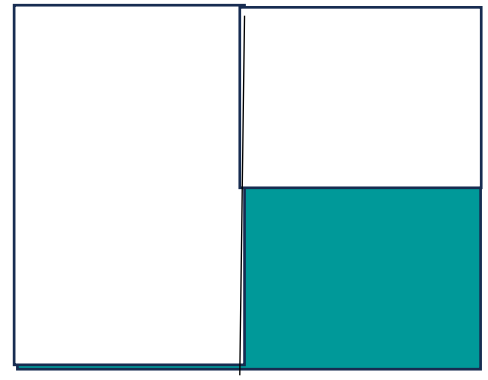
Trim: 16.75” x 10.875”
Type: 15.75” x 10”
Bleed: 17” x 11.125”

FULL PAGE



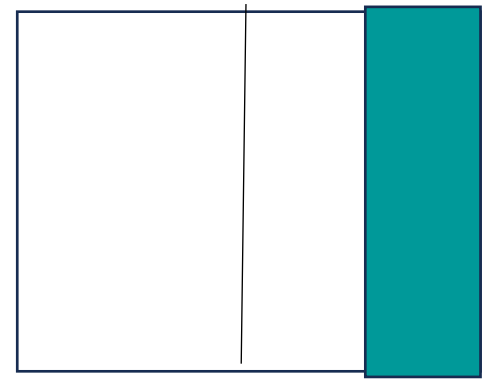
Trim: 8.375” x 10.875”
Type: 7.375” x 10”
Bleed: 8.625” x 11.125”

HALF HORIZONTAL



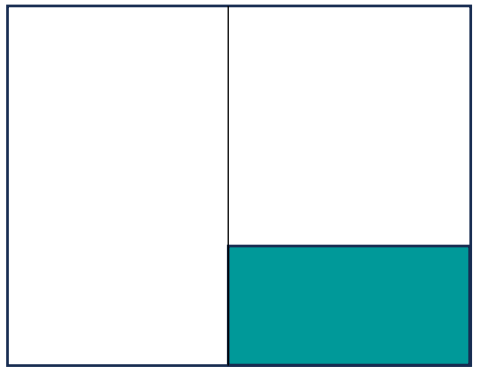
Trim: 7” x 4.875”
Type: 6.5” x 4.375”
Bleed: 7.25” x 5.125”

HALF VERTICAL



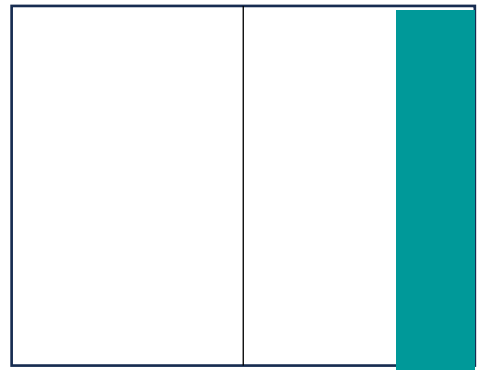
Trim: 3.375” x 10.875”
Type: 2.875” x 13.375”
Bleed: 3.625” x 11.125”

THIRD HORIZONTAL



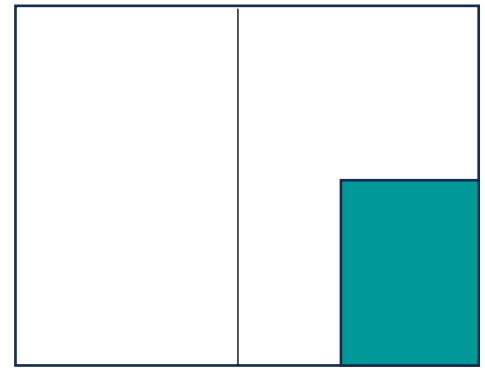
Trim: 7” x 3.255”
Type: 6.5” x 2.75”
Bleed: 7.25” x 3.5”

THIRD VERTICAL



Trim: 2.25” x 10.875”
Type: 2.5” x 10.375”
Bleed: 2.5 X 11.125

QUARTER VERTICAL



Trim: 3.375” x 4.875”
Type: 2.875” x 4.375”
Bleed: 3.625” x 5.125”

Note: Ads should be built at trim size and exported with .125”bleeds on all sides. For spread ads, keep live matter 1/2” away from either side of center or 1” total across the gutter.

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Print/Digital Magazine Specs
Material Requirements

Spread Advertising Materials

- Please supply without gutter allowance as this will be allowed for at plate stage
- If supplying spread "wrap around" (front and back cover material), please allow an additional 2" for printing of the spine

Accepted Formats

- Adobe
- InDesign
- Adobe Illustrator
- Adobe Photoshop
- Press-ready PDF files

Any format not listed above must be discussed with our production department to determine if conversion is possible

All Materials Should be Sent to
Cris Hayes, Sales Director
cris@womensgolfmagazine.com

WGM will not be able to use digital files which contain:

- Fonts that have not been embedded
- Files containing RGB, LAB or spot color mode instead of CMYK
- Images with an effective resolution below 300 dpi
- PDF files that are created from applications other than Adobe Acrobat Distiller
- Fonts that are artificially stylized
- Bleed isn't included or the file is the incorrect size
- PDF files are compressed

All material which is not suppled to the specifications may result in additional production charges and cannot be guaranteed for quality or color reproduction

Production Schedule

ISSUE	ON SALE	SPACE CLOSE	MATERIALS DUE
Winter	Jan 30	Jan 5	Jan 10
Spring	March 31	March 5	March 12
Summer	June 30	June 3	June 10
Fall	Sept 30	Sept 8	Sept 15

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Digital Advertising
Available Units

Website/Mobile

- Billboard (top of page – horizontal ad)
- Leaderboard (middle of page – horizontal ad)
- Medium Rectangle (lower on page)
- Parallax Ad
- Home Page Takeovers (all of above)

E-Programs

- E-Newsletter Profile
- Custom Blasts
- Sponsored Blasts

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WOMEN'S GOLF

Digital Advertising Specs
Website/Mobile
E-Newsletter & Sponsored Blasts

Website/Mobile

- Billboard 1790 x 500px
- Leaderboard 1456 x 180px
- Medium Rectangle
  - Website 300 x 250px
  - Mobile 300 x 50px
- Parallax Ad 1440x1440px
- Home Page Takeovers (all of above)

Maximum File Size	50 KB
Accepted formats	JPG; GIF; SWF
E-Newsletter Placements	JPG or GIF only

Note: Some email clients display only the first frame of animated GIFs

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Cris Hayes, Sales Director
cris@womensgolfmagazine.com

E-Programs

- E-Newsletter Inclusion
  - Profile
    - ❖ Photo -- Image size is 640 x 370
    - ❖ Headline – 8 words or less
    - ❖ Write-up – No more than 50 words
    - ❖ URL
- Sponsored Blasts
  - Will be written & designed by WGM staff
  - Additional Items to provide:
    - ❖ Subject Line
    - ❖ Preheader
    - ❖ Photos
    - ❖ URLs

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Digital Advertising Specs
Custom Blasts

Custom Blasts can be either HTML or JPEG in format
(*HTML recommended as it allows for multiple URLs)*

HTML Format

Please submit the following:

- Subject Line (80 characters or less)
- Pre-Header (unless Built In to HTML)
- URL (built into HTML)
- Seed List – who should receive the test blast
- Creative Unit
  - HTML File Size: Max 20 KB
  - Max Width 600px
  - Recommended that images be under 100 KB with max of 200 KB
  - Table-based HTML only
    - ❖ No tags
    - ❖ No floating or absolute positioning
  - All styling must be **inline**
  - No external style sheets
  - No background images
  - No bookmarks or anchor tags
  - No social media links

JPEG Format

Please submit the following:

- Subject Line
- Pre-Header: Short summary text (approximately 10 words providing an overview of the e-blast) displayed in the inbox following the subject line
- URL
- Seed List – who should receive the test blast
- Creative Unit
  - Size: 600w x 2000h or similar

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Digital Advertising Specs
Social Media & Hot Product Requests

Social Media

Image Details

- **Instagram/Facebook Feed**: 1080x1080px (1:1), 1080x1350px (4:5 - recommended for portrait), or 1080x566 px (1.91:1)
- **Stories & Reels**: 1080x1920px (9:16 ratio)
- **LinkedIn**: 1024x512px to 1600x900px (16:9 or 1.91:1).
- **Carousel Posts:** 1080x1080px or 1080x1350px

Other Items For Submission

- Caption
- Links
- Handles, hashtags, CTA's etc

Essential Social Post Development Rules

- File Formats: JPG or PNG for images; MP4 or MOV for videos
- Max File Size: 5 MB for photos, up to 15 MB for GIFs
- Text Length: 138-150 characters for organic, under 125 characters for ads
- Aspect Ratios: 1:1 (square), 4:5 (portrait), 1.91:1 (landscape), 9:16 (vertical)

Hot Product Requests

Please submit the following:

- One high resolution photos (minimum of 300 DPI)
- Catchy heading (maximum of 5 words)
- Product description (up to 100 words detailing features)
- Website URL
- Retail price (in US dollars)
- Company name
- Contact name
- Contact phone number

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Advertorials

For advertorials that WGM designs, please submit the following materials:

- Maximum of 400 words for a page unit and 800 for a spread
- Photos should be 300dpi, CMYK
- Logo if desired
- Contact info to be included (i.e. phone number/URL)

Note: Advertiser will have two opportunities to make any edits during the writing and production process

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