

# Creative Requirements Card

Effective January 1, 2011

## BUCKMASTERS



### AD SIZES & SPECIFICATIONS

Page Size	Style	Width	Depth
Full Page	Trim Size	7 3/4"	10 1/2"
	Bleed Size	8"	10 3/4"
	Live Area for Bleed	1/2" inside bleed ALL sides	
Full 2-Page Spread	Trim Size	15 1/2"	10 1/2"
	Bleed Size	15 3/4"	10 3/4"
	Live Area for Bleed	1/2" inside bleed ALL sides	
2/3 Page Vertical	Standard Size	4 3/8"	9 5/8"
	Bleed Size	5 1/8"	10 3/4"
	Live Area for Bleed	1/2" inside bleed ALL sides	
1/2 Page Vertical	Standard Size	4 3/8"	7 1/4"
	Bleed Size	5 1/8"	8 1/8"
	Live Area for Bleed	1/2" inside bleed ALL sides	
1/2 Page Horizontal	Standard Size	6 3/4"	4 5/8"
	Bleed Size	8"	5 1/2"
	Live Area for Bleed	1/2" inside bleed ALL sides	
1/2 Page Horizontal Spread	Standard Size	14 1/2"	4 5/8"
	Bleed Size	15 3/4"	5 1/2"
	Live Area for Bleed	1/2" inside bleed ALL sides	
1/3 Page Vertical	Standard Size	2 1/8"	9 5/8"
	Bleed Size	3"	10 3/4"
	Live Area for Bleed	1/2" inside bleed ALL sides	
1/3 Page Square	Standard Size	4 3/8"	4 5/8"
	No Bleed Size Available	N/A	N/A
1/4 Page Horizontal	Standard Size	4 3/8"	3 1/2"
	No bleed Size Available	N/A	N/A
1/4 Page Square	Standard Size	3 1/4"	4 5/8"
	No Bleed Size Available	N/A	N/A
1/6 Page Vertical	Standard Size	2 1/8"	4 5/8"
	No Bleed Size Available	N/A	N/A
1/6 Page Horizontal	Standard Size	4 3/8"	2 1/8"
	No Bleed Size Available	N/A	N/A

Make sure all important information is 3/8" inside the trim size (or 1/2" inside the bleed size) for all ads that bleed. Buckmasters is not responsible for information or ads being cut off due to improper measurements used by the advertiser or their agency.

Common Inch-to-Decimal Conversions	1/8 = .125	1/2 = .5	3/4 = .75
	1/4 = .25	5/8 = .625	7/8 = .875
	3/8 = .375		

Please direct all ad materials and questions to:  
**Michelle Davidson, Advertising Coordinator**  
 Phone: 1-800-240-3337, Ext. 249,  
 E-mail: [mdavidson@buckmasters.com](mailto:m davidson@buckmasters.com)

### MECHANICAL REQUIREMENTS

- Body and covers printed web offset
- **Trim Size:** 7 3/4" x 10 1/2"
- **Bleed Size:** 8" x 10 3/4" — **All Type** must be kept at least 1/2" inside bleed dimension (3/8" inside trim).
- **Trim Marks & Register Marks:** Please make sure marks are outside the 1/8" bleed area.
- Ads should be created according to the size specifications listed in the chart on this page.
- Insert card and flyer specifications supplied on request.
- **True Black** — color breakdown should be 50% cyan, 40% magenta, 40% yellow, and 100% black.
- Proofed with Standard 4A/MPA offset process colors, 4-color web. Black, cyan, magenta, and yellow progression on publication stock. Inked at the following densities: black-1.66, cyan-1.35, magenta-1.44 and yellow-1.04, + -.05.  
**Tonal density should be no greater than 280% for all ads.**

### COMPUTER REQUIREMENTS

**Hardware:** Macintosh Computer

**Software:** Current versions of Adobe Acrobat

**Accepted Format:** Adobe PDF only. Must be CMYK, at least 300 dpi, PDF/X-1a:2001 compatible. Fonts must be embedded.

**Fonts:** Screen and printer fonts must accompany document.

**Images:** Photo and art files must accompany document. Photos should be imported at 100% size and have a resolution of 300 dpi. Photos imported into Illustrator must be embedded to work properly.

**Media Type:** CD or electronic transfer

**File Preparation:** It is the advertiser's responsibility to adhere to all Mechanical Requirements and Ad Specs.

*It is the responsibility of the advertiser, or their agent, to ensure correctness of all submissions. Corrections made by the publisher will be subject to production charges. The publisher and printer hold no responsibility for improperly sized or improperly created ad materials.*

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## ■ NOTES ON FILE SUBMISSION

**Disks:** It is only necessary to submit one disk for ads that appear in more than one of our three publications.

**Electronic FTP Transfer:** Ads may be submitted via Internet to our FTP site. Please notify our advertising coordinator when you have completed uploading your ads.

**FTP Address:** 66.0.34.247

**FTP URL:** ftp://66.0.34.247

**Username:** upload

**Password:** M@15ab2

**Folder:** Ad Drop

**Upload Limit:** 500 MB

Place files in the "Advertising" folder.

**E-mail:** Ads may also be submitted via e-mail to our advertising coordinator, mdavidson@buckmasters.com.

**Proofs:** A color-matched proof is required for all ads. The publisher will assume proofs are color correct unless otherwise noted by the advertiser. *The publisher holds no responsibility for errors in color or content if a proof is not submitted.*

*It is the responsibility of the advertiser, or their agent, to ensure correctness of all submissions. Corrections made by the publisher will be subject to production charges.*

## ■ COPY & CONTRACT REGULATIONS

- All advertisements are published by BUCKMASTERS® with the understanding that the advertiser and/or agency is authorized to publish the entire contents and subjects included in the ad.
- Ad position is at the discretion of the publisher.
- BUCKMASTERS® reserves the right to reject any advertising. All copy and accompanying photos are subject to publisher's approval.
- Cancellations and changes are not accepted after closing dates.
- Rates are subject to change upon publisher's notice. Prevailing rates apply.
- Advertising agencies are responsible for payments of all space ordered by them.
- If materials are not camera ready, BUCKMASTERS® reserves the right to refuse agency commission.
- Publisher is not responsible for errors in key numbers.
- Creative costs of developing ads at the request of advertisers will be billed to the advertiser.

# BUCKMASTERS

## RACK

## GunHunter

## ■ PRODUCTION DATES FOR 2011

### CLOSING DATES\*

July Issue - March 25  
August Issue - April 29  
September Issue - June 3  
October Issue - July 8  
November Issue - August 11  
Winter Issue - September 23

### MATERIALS DUE DATES\*

July Issue - April 18  
August Issue - May 13  
September Issue - June 17  
October Issue - July 22  
November Issue - August 29  
Winter Issue - October 10

*Material not received by publisher's specified due date will forfeit agency discount.*

### SUBSCRIBER SHIP DATES\*

July Issue - May 17  
August Issue - June 21  
September Issue - July 26  
October Issue - August 30  
November Issue - October 11  
Winter Issue - November 15

\*All dates are tentative and subject to change without notice

## ■ CONTACT INFORMATION

Buckmasters, Ltd., 10350 Highway 80 East,  
Montgomery, Alabama 36117  
Office Hours 8 a.m. - 5 p.m., M-F, Central Time  
(334) 215-3337 ■ 1-800-240-3337  
www.buckmasters.com

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**Michelle Davidson, Advertising Coordinator**  
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