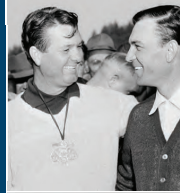


# PROGRAM AD SPECS



80 YEARS OF MEMORIES  
JANUARY 26 - FEBRUARY 1, 2015



## THE GREATEST SHOW ON GRASS

FEBRUARY 1-7  
2016

ALL FILES NEED TO BE SUPPLIED  
DIGITALLY AS HIGH RESOLUTION  
PDF FILES WITH 1/8" BLEED AND  
CROP MARKS.

### TO UPLOAD:

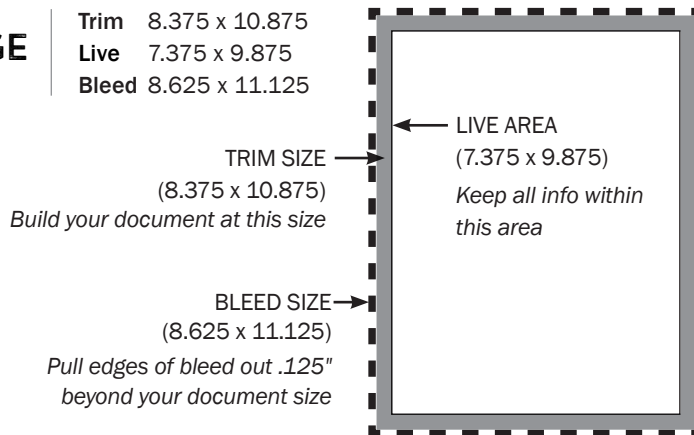
- Go to [www.box.net](http://www.box.net)
- In the upper right-hand corner under log in.  
**Name:** [wmphoenixopen@commlinks.com](mailto:wmphoenixopen@commlinks.com)  
**Password:** [wmpo2010](#)
- The uploaded PDF file should be named for the client appearing in the ad.
- Once files have been uploaded please email upload confirmation to [JLocke@commlinks.com](mailto:JLocke@commlinks.com). Email must contain file name, contract client and/or advertisement client, a creative contact and phone number. Please reference "WM Phoenix Open"
- Waste Management Phoenix Open Program Creative Department Andrea Minogue at 480.348.7540

## ALL ADS DUE NO LATER THAN 12/11/2015

- Trim size of magazine is 8.375 x 10.875. All live matter should be at least 0.5 inches from trim. Ideally, on a full-page ad, the live artwork should stay within 7.375 x 9.875.
- Two page spreads must be provided in single page format (two full pages.)
- When adding a bleed to a full-page ad, extend the borders that bleed (not the document size to 0.125 inches beyond the trim size.)
- All ads are four-color and must be supplied as a high-resolution PDF file.
- Ads created in Illustrator and saved as PDF will not automatically include the bleeds or crop marks. It is the ad creators responsibility to ensure the ad has bleeds and crop marks.

### FULL PAGE

**Trim** 8.375 x 10.875  
**Live** 7.375 x 9.875  
**Bleed** 8.625 x 11.125



### TWO PAGE SPREAD

**Trim** 8.375 (x2) x 10.875  
**Live** 15.75 (total) x 9.875  
**Bleed** 17.25 (total) x 11.125

