

1/4 Page

259.5 pt x 350 pt

3.604" x 4.861"



Please submit ad material to
Graphics@SierraFisherman.com

1/8 Page

259.5 pt x 169 pt

3.604" x 2.347"

1/2 Page

531 pt x 350 pt

7.375" x 4.861"

Ad Requirements

- Disk submission must be on CD-ROM and formatted for Macintosh.
- Ads can be submitted in QuarkXPress 6.0/6.5/7.0/8.0, Illustrator CS3 or Photoshop CS3 or earlier versions.
- The production department uses Bitstream fonts. If using other than Bitstream, please supply screen and printer fonts.
- Logos and ads submitted in Adobe Illustrator - please outline the fonts and supply fonts as well.
- Ads submitted in QuarkXPress - please "Collect for Output" all of the elements of the ad insuring that all logos, photos and fonts are included.
- Any colors created in your Quark document must be converted to CMYK, please change any other color formats in "Edit Colors".
- Any file which are to be e-mailed or uploaded to an ftp site should be save as a high resolution .pdf file.

WE DO NOT ACCEPT: Ads built in Pagemaker, Freehand or IBM/PC formatted files.

THE ACCURACY OF ALL ADS SUPPLIED ON DISK ARE THE RESPONSIBILITY OF THE ADVERTISER OR AD AGENCY.

Graphics@SierraFisherman.com

Full Page - Full Bleed

Bleed

621 pt x 801 pt
8.625" x 11.125"

Cut

603 pt x 783 pt
8.375" x 10.875"

Full Page No Bleed

Live Area

531 pt x 711 pt
7.375" x 9.875"



Please submit ad material to
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1/6 Page H

350 pt x 169 pt
4.861" x 2.347"

1/6 Page V

169 pt x 350 pt
2.347" x 4.861"

1/3 Page

350 pt x 350 pt
4.861" x 4.861"