



# 2023 AD SPECS

## IMPORTANT POINTS

- + Use high-res images
- + Keep type and logos at least .25" away from the edges
- + Include company name and magazine title (SP) in filename

In order for your ad to meet minimum quality requirements, please follow these four steps:

## 1 DESIGNING

- Download the appropriate design template at [ae-engine.com/ad](http://ae-engine.com/ad). There are five types of ads for the Sarasota Polo Club Spectator's Guide.

### ADVERTISING OPTIONS

- |                          |                     |
|--------------------------|---------------------|
| ■ Two-page ad:           | SP 2023 Ad 2PG.idml |
| ■ One-page ad:           | SP 2023 Ad 1PG.idml |
| ■ Half-page ad:          | SP 2023 Ad HLF.idml |
| ■ Half-page Vertical ad: | SP 2023 Ad HV.idml  |
| ■ 1/4 page ad:           | SP 2023 Ad QTR.idml |

## 2 PROOFING

- Is the ad internally approved by all necessary parties?
- Run a preflight check on the completed design using the profile (AE Engine) embedded in the template file.
- Are all of the images high-resolution (at least 300 dpi)?
- Does the design include the required bleed (extend beyond the edges of the page)?
- Are all of the important elements (type, logos and borders) at least .25" away from the edge of the page?

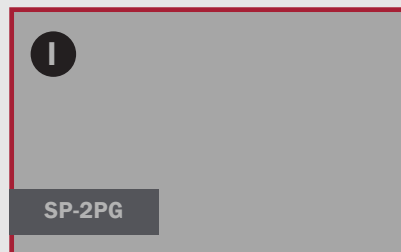
## 3 EXPORTING

Export the original design file as a press-ready PDF. To ensure this is done correctly, install the "AEngine.joboptions" file and use it to create the PDF. (This file comes packaged with the template file downloaded from our website.)

- Confirm the title of the PDF you send includes:
  - 1) Your company (or client's) name
  - 2) The magazine title abbreviation (SP)
  - 3) The ad size (1PG, HALF, 4TH)

## 4 SUBMITTING

- Email to: [Ron@SarasotaPolo.com](mailto:Ron@SarasotaPolo.com)
- If you have any questions, please contact: Ron Trytek at [Ron@SarasotaPolo.com](mailto:Ron@SarasotaPolo.com) or 941-704-8379.



### + TWO-PAGE AD

- Bleed: .125"
- Document Size:  
W: 16.75  
H: 10.875



### + ONE-PAGE AD

- Bleed: .125"
- Document Size:  
W: 8.375"  
H: 10.875"



### + HALF-PAGE AD

- Document Size:  
W: 7.875"  
H: 5.1875"



### + HALF-PAGE VERTICAL AD

- Document Size:  
W: 3.9375"  
H: 10.375"



### + 4TH PAGE AD

- Document Size:  
W: 3.9375"  
H: 5.1875"