

# 2017 AD SPECIFICATIONS & DEADLINES

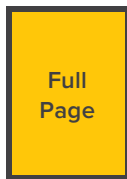
SALES@WINGWORLDMAG.COM • WINGWORLDMAG.COM • 623-581-2500 ext. 231

ISSUE	RESERVATION DEADLINE	EDITORIAL TRAVEL & EVENT FEATURES
January	10/27/16	Alaska and Canada
February	11/17/16	California
March	12/20/16	Northeast
April	1/19/17	Northwest
May	2/20/17	Wisconsin and Minnesota
June	3/20/17	The Commemorative Issue (40th Anniversary) and Kansas
July	4/20/17	40 to Phoenix Wrapup, 40th Anniversary Celebration and the Southeast
August	5/18/17	Wing Ding Spotlight, Texas and Oklahoma
September	6/20/17	North Carolina
October	7/20/17	New Mexico
November	8/21/17	Arizona
December	9/20/17	Wing Ding 39 Wrapup, Utah and Nevada

\* Dates subject to change

## DISPLAY AD SIZES

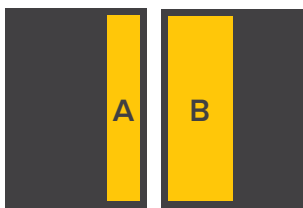
WITH BLEEDS (.25") + SAFE MARGINS (.25")



**Trim Size:** 15.25" x 10.5"  
**Bleed:** 15.75" x 11"

**Trim Size:** 7.625" x 10.5"  
**Bleed:** 8.125" x 11"

WITHOUT BLEEDS



- A) **1/3 VERTICAL** 2.25" x 10.00"
- B) **1/2 VERTICAL** 4.875" x 7.125"
- C) **1/3 HORIZONTAL** 7.125" x 10.00"
- D) **1/2 HORIZONTAL** 7.125" x 4.875"
- E) **1/6 HORIZONTAL** 4.625" x 2.875"
- F) **1/4 VERTICAL** 3.4375" x 4.875"

## MOTORCYCLE MARKETPLACE

AD SIZES (W X H)

1 INCH	2 INCH	3 INCH	4 INCH
2.25" x 1"	2.25" x 2"	2.25" x 3"	2.25" x 4"

## AD SPECIFICATIONS

### PRINT READY ADS

Hi-resolution PDF or TIFF files are preferred for quality printing. Required image resolution is 300 dpi and the file should be in CMYK. If an ad is a spread or full page, make sure it has .25" bleeds and content should be .25" from the trim line. Vector graphics, such as Illustrator, should be saved in EPS format. InDesign files are accepted. Please furnish all graphics and fonts used in your files. Files may be compressed, if necessary, using Stuffit for the Mac, or ZIP for the PC.

### IN-HOUSE DESIGN SERVICES

Copy for your ad must be provided in a Microsoft Word document or included in the body of an email. All graphics are preferred to be hi-resolution TIFF or PDF format (hi-res JPG files are also acceptable). Image resolution should be 300 dpi, low quality images will not be accepted. If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up.

### IN-HOUSE DESIGN SERVICES

Sending ad files online at [wingworldmag.com/advertisers](http://wingworldmag.com/advertisers). This is the preferred method. You may also send ad files by email to [ads@gwrra.org](mailto:ads@gwrra.org). Ad artwork is due approximately one week after ad reservation date. Please call our production department for current passwords or alternate FTP routes. For further technical questions, call 1-800-843-9460 or 623-581-2500 ext. 231.