

CRAPPIE

WORLD®

PRODUCTION REQUIREMENTS

Bleed: 1/8" beyond trim. Keep live matter 1/4" from trim edge.

Digital files are preferred.

Adobe PDF files are preferred.

Native application files in InDesign, Quark, Illustrator or PhotoShop are accepted.

Font and graphic files are required for all files.

Minimum resolution of 300 dpi at 100% is required.

Store all documents in one self-extracting Stuffit or zip folder.

Submissions: All submissions must be accompanied by a hard-copy proof and complete format details.

Transmit digital files via FTP:

<ftp://natcomproduction.com>

Username: bassin

Password: fishing

Send files via mail:

Bassin'

Attn: Ad Coordinator

7580 E. 151st St.

Bixby, OK 74008

ISSUE RESERVATION & CLOSING DATES

Issue	Deadline	Materials Due	On Sale Date
January	10-31-07	11-7-07	12-25-07
February	11-28-07	12-5-07	1-29-08
March	1-2-08	1-9-08	2-26-08
April	1-30-08	2-6-08	3-25-08
May/June	2-27-08	3-5-08	4-29-08
Summer	4-30-08	5-7-08	6-24-08
Fall	7-30-08	8-6-08	9-23-08

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MECHANICAL REQUIREMENTS

Printed: web-offset process

Trim size: 8" x 10.5", Type page is 7" x 9.75" deep.

Three columns per page: 2.25" x 9.75" deep.

AD SIZES

Full Page, Bleed	8.25" x 10.75" (7.75" x 10.25" live area)
Spread, Bleed	16.25" x 10.75"
2/3 Page, Bleed (V)	4.75" x 10.75" (4.5" x 10.25" live area)
1/2 Page, Bleed (H)	8.25" x 5.375" (7.75" x 5" live area)
1/3 Page, Bleed (V)	2.75" x 10.75" (2.5" x 10.25" live area)
1/3 Page (Square)	4.625" x 4.75"
1/4 Page	3.375" x 4.75"
1/4 Page (Square)	4.625" x 3.75"
1/6 Page	2.25" x 4.75"

BASSIN' AND CRAPPIE WORLD MAGAZINE SALES

NatCom Publications

Josh Umholtz, Director Sales & Marketing

joshumholtz@natcom-publications.com

Tel.: 918-366-6191 x122

Shelley Hughes, Associate Publisher

shughes@natcom-publications.com

Tel.: 918-366-6191 x113

Ben Slavens, Classified/Advertising Sales

ben.slavens@natcom-publications.com

Tel.: 918-366-6191 x134

The Powell Group

Doyle Powell, Advertising Sales

dpowell@powellgroup.biz

Tel: 334-271-6100

Davy Taff, Advertising Sales

dtaff@powellgroup.biz

Tel: 334-271-6100